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DECEMBER 2009

CONGRATULATIONS

HELLY HANSEN - PRUNESCO 2009 WORLD CHAMPIONS!

We are proud to inform that our British Team Helly Hansen Prunesco are the new Adventure Race World Champions by winning the tournament held in Portugal, where 59 teams worldwide participated with only 13 arriving at the finish line. The Team had previously won the Wenger Patagonia Expedition Race this year, that race was the beginning of the relationship with PRUNESCO, as it was the first one in which our company sponsored the Team.

This is a great effort to promote dried plums as a healthy, and energetic food, compatible with high level sports. We are very proud of our Team and we expect to continue promoting them in the years to come.

The winners completed the event in a total time of 128:32:58, and surprised everybody with a final strong sprint which enabled them their first world championship. Tom Gibs, the team leader stated that "we came to Portugal without having great expectations and therefore, we had had little pressure. Our



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