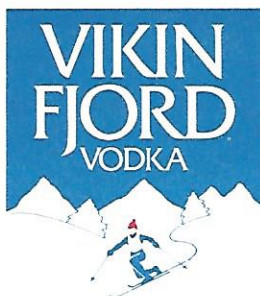


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USSA ANNOUNCES SECOND YEAR FOR
VIKIN FJORD NATIONAL TELEMARX SERIES

COLORADO SPRINGS, Oct. 24 -- The United States Ski Association today announced that Vikin Fjord Norwegian Vodka will sponsor the 1987 Vikin Fjord National Telemark Series and Championships, an eight-event competition involving the fastest growing winter sport in the United States.

"This is the premier nationwide series for telemark skiers," said Lee Todd, USSA Nordic director. "It will showcase the newest and most versatile form of skiing -- telemarking."

The 1987 Vikin Fjord National Telemark Series will consist of seven regional events and a national championship. The circuit kicks off Jan. 10 at Sugarloaf, Maine, followed by races at Sun Valley, Idaho, Jan. 17; Snowbird, Utah, Feb. 1; Snoqualmie Summit, Wash., Feb. 7; Telemark, Wis., Feb. 20; Squaw Valley, Calif., March 7; and Jackson, Wyo., March 14. The Vikin Fjord National Championships are scheduled for March 27-29 at Aspen, Colo.

WHAT IS TELEMARX SKIING?

Telemark skiing, which originated in Norway, combines the disciplines of alpine and cross-country styles, and requires exceptional skill. It involves skiing downhill on modified cross-country equipment, and the effect is "both graceful and gutsy," said Todd.

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Telemark skis are narrower than downhill skis and the racers' boots are attached to the skis only at the toe. Although the telemark technique originated in Norway, American skiers are credited with developing the sport's racing style and have set the pace for international competition. Using the drop-kneed style that characterizes the telemark turn, telemark skiers race head-to-head down slalom courses at speeds comparable to those of alpine racers.

"Vikin Fjord Vodka and telemark skiing are a great fit," said James Hynes, marketing director at Heublein Inc., which imports Vikin Fjord Vodka from Norway. "We are very excited to be expanding our involvement with this fast growing sport at a time when Vikin Fjord also is growing." This is the second year that Vikin Fjord Norwegian Vodka has supported telemark skiing through sponsorship of the race series and championships.

The 1986 championships attracted nearly 200 racers to Steamboat Springs, Colo., including teams from Norway, Japan, and Canada. This year's championship event at Aspen will produce the first U.S. Telemark Ski Team, which will represent the United States in international competition and possible Olympic and World Cup events.

The Vikin Fjord Series and Championship events are open to skiers of all abilities. Equipment demonstrations and on-hill telemark instruction for novices will be featured at several race sites.

The series, hosted by Outside Magazine, is sanctioned by the United States Ski Association.

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