Now we are releasing the first tickets!

Tickets sales for Men's Handball World Championship 2011 in Sweden will start on Oct 12. The championship is played between Jan 13 and Jan 30, 2011. The first tickets to be released are to all Sweden's five matches and 2'500 tickets to the final in Malmö.

Tickets to all of Sweden's matches (no tickets for separate matches) and the opening in Gothenburg are booked on <u>www.ticnet.se</u> or through the ticket office at Scandinavium on +46 31 811020.

The ones who want tickets to the World Championship final will apply to buy these tickets on <u>www.handball2011.com</u> between Oct 12 and Oct 23. It is possible to apply to buy up to four tickets for the final and they are available in four categories:

Category 1: € 158, category 2: € 118, category 3: € 99, category 4: € 60

Information about who gets to buy these first tickets for the final will be given by the ticket company Ticnet on Nov 9 of 2009. Everybody who buys these first tickets will be first in line for the tickets for the semi-finals when they are released.

- It's a good feeling to be able to release tickets 15 whole months before the championship is starting. We want to give fans of handball from all over the world an opportunity to plan their attendance at this handball festival as well in advance as possible, says Frank Ström, Commercial Manager for Men's Handball World Championship 2011.

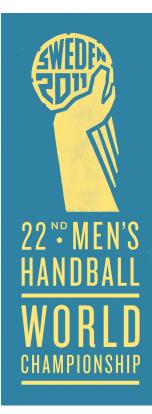
Upcoming ticket releases are planned for March of 2010 (more tickets for the final, "follow-your-team-tickets", etc.) and the middle of 2010 when all the rest of the tickets are released after the draw.

More information about Men's Handball World Championship 2011 can be found on <u>www.handball2011.com</u>.

A few facts about the World Championship of 2011:

- Men's Handball World Championship is played between Jan 13 and Jan 30, 2011.
- 24 teams from all the world's continents are participating.
- The championship starts with the preliminary round four groups with six teams in each.
- After that, there is the main round in two groups of six teams each.
- The final and one of two semi-finals are played in Malmö Arena. Where the other semi-final will be played still has not been decided.
- One of the goals of this championship is to create a multi cultural festival that stretches from the arenas and far beyond.
- Championship cities are Malmö, Lund, Kristianstad, Göteborg, Jönköping, Linköping, Norrköping and Skövde.
- Two teams have qualified already: France, who won the last championship, and the hosting nation Sweden. Three more teams qualify at the European championship in Austria in January, 2010 and the rest of the teams play qualifiers that will be done by the end of June of 2010.

Handball 2011 host cities: Malmö, Kristianstad, Lund, Göteborg, Jönköping, Linköping, Norrköping, Skövde.



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www.handball2011.com

Sweden hosts the Men's Handball World Championship in January 2011. This is the biggest event in Scandinavia in 2011, with up to two billion TV viewers in 150 countries and over 300 000 people in the audience. Swedish handball welcome not only the Swedes, but handball fans from around the world, for this handball celebration. The inauguration takes place in Gothenburg, Sweden 13 January and the finals are played in Malmö 30 January.