

PR-Release

Top of the World

Cologne, June 8th 2009

On 21st May 2009 Billi Bierling (41) became the first German woman to successfully scale Mount Everest via its challenging South Col route in Nepal. Some of the important items she took to the impressive summit were: the digital camera AgfaPhoto OPTIMA 830UW and the digital video camera AgfaPhoto DV-5000Z.

With its 8,848 meters, Mount Everest is the highest mountain in the world and is considered one of the most challenging summits for all mountain climbers. The conditions are hard and cumbersome for humans and equipment alike: lack of oxygen, subzero temperatures, avalanche danger etc. Only climbers with extraordinary abilities and best preparation have a chance to make it to the top.

Journalist and climber Billi Bierling from Garmisch-Partenkirchen, who has lived in the Nepalese capital Kathmandu for five years, fulfilled all these conditions. As the assistant of Elizabeth Hawley, who has documented everything related to Mount Everest since 1963, she returned from the summit enthusiastically and healthy: „I still cannot believe that I have actually been on the roof of the world; it will probably take a few days to sink in.“



On her summit push, Billi Bierling could always rely on AgfaPhoto's photographic equipment: "It was great to have the easy-to-handle, light and robust AP OPTIMA 830UW on the summit with me. It worked perfectly at 8,848m, which shows great mechanical performance in such a hostile environment! I saw a few frustrated mountain climbers on the summit, whose cameras did not work due to cold weather. The OPTIMA is frost-proof, which is indispensable at such heights. Even when I dropped it accidentally into the snow during my ascent, I was not concerned as I knew it was shock- and waterproof".

Andreas Selmeczi, Managing Director of AgfaPhoto Holding GmbH: „We are enthusiastic and inspired by Billi's achievement. Reaching the summit of Mount Everest is the dream of every



mountain climber. Even for armchair mountaineers Mount Everest and its ascent stand for extraordinary accomplishments. We are glad that we could support and accompany Billi on her expedition! It is particularly fantastic that Billi could catch these special and unique moments photographically to share them with all of us. We congratulate her on this impressive success."

For further information about AgfaPhoto's product please visit our website on www.agfaphoto.com.

Background information and details about Billi Bierling's expedition can be found on www.billibierling.com.

The AgfaPhoto brand:

AgfaPhoto is the world-renowned brand for Consumer Imaging Products. Right from the start, AgfaPhoto has stood for quality and smart solutions in the Consumer Imaging sector. The operation of the products is extremely easy, which enables everyone to enjoy brilliant pictures with AgfaPhoto. AgfaPhoto is your personal companion that enables consumers to experience the world of images in all their exciting facets more intensely and convert those special moments in life into permanent memories for sharing. These are the claims and assurances of the AgfaPhoto brand. Under this brand promise, AgfaPhoto offers attractive Consumer Imaging products such as digital cameras, single-use cameras, digital picture frames, storage media, films and batteries.

www.agfaphoto.com

The companies:

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