

## Press release

Renens, 06.12.2016

### **Advertising with “Schwung”: Salt ropes in Swiss wrestling champion!**

Just in time for the winter season, Salt lifts the veil on the secret of its latest TV spots and simultaneously announces an advertising collaboration with **Matthias Glarner** who was crowned Swiss wrestling champion at the triennial national wrestling festival which took place in Estavayer-le-Lac earlier this year.

The Bernese athlete who works for the mountain cableways in the ski resort of Meiringen-Hasliberg is the main character in Salt's TV spots which revolve around **typically Swiss winter scenes**.

The thirty-year-old and 186 centimetres tall **wrestling champion** weighs in at hunky 114 kilograms. No wonder then hefting the defiant offspring in a chalet scene shot in Les Diablerets seemed like child's play to him.

Andreas Schönenberger, Chief Executive Officer: «I am proud to have Matthias Glarner collaborating with us. Besides his strength, he needs adaptive tactics and agility to win and this corresponds well to Salt. It was great fun to work with Matthias and surprising to see how well Swiss wrestling and telecoms match. Indeed, regardless of whether on the telephone or on the wrestling mat: speed matters just as much as quality! ».

#### **More information:**

[media@salt.ch](mailto:media@salt.ch), [salt.ch](http://salt.ch), [facebook.com/Saltmobile](https://facebook.com/Saltmobile),  
[twitter.com/Saltmobile\\_DE](https://twitter.com/Saltmobile_DE) (in German), [youtube.com/saltswiss](https://youtube.com/saltswiss)

About Salt Mobile SA: Salt is personal, simple, sincere and efficient. The mobile network of Salt has once again been rated as "very good" by "Connect" magazine. With Plus, Salt offers the best flat rate subscription including full 4G+ speed in Switzerland. Salt customers can surf on the fastest available internet connection, including 4G+, at up to 300 Mbit/s – at no extra cost. Salt Mobile SA in figures: 2.024 million customers (as of 31/12/2015) – more than 85 Salt Stores – 4G coverage of 96% of the population of Switzerland. Salt Mobile SA is fully owned by NJJ.