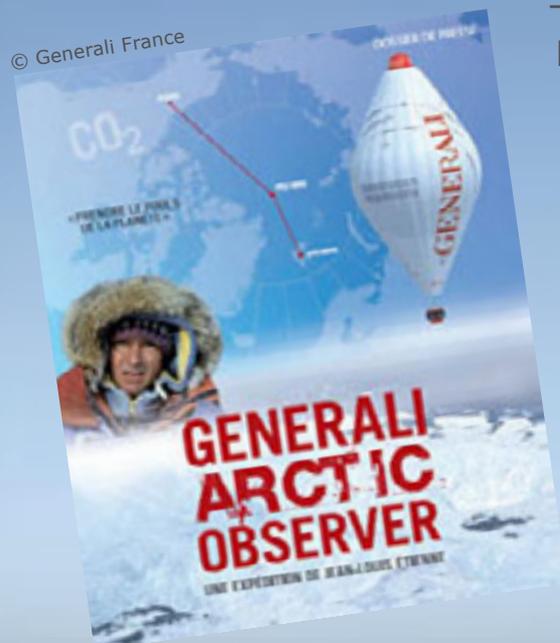


Generali Arctic Observer: Generali's Lion ballooning over the North Pole

GENERALI FRANCE PROMOTES A REMARKABLE HUMAN AND TECHNOLOGICAL INITIATIVE SUPPORTING SCIENTIFIC KNOW HOW AND CLIMATE PRESERVATION.

The North Pole crossing by balloon, never accomplished so far, represents the Jean-Louis Etienne's closing act of his "**North Pole solo expeditions trilogy**". The journey starts from the Spitzberg – the mainland of the Norwegian Svalbard's Archipelago – to end on the Alaska's shores, across the North Pole, totaling some 3500 Kms up in the air.

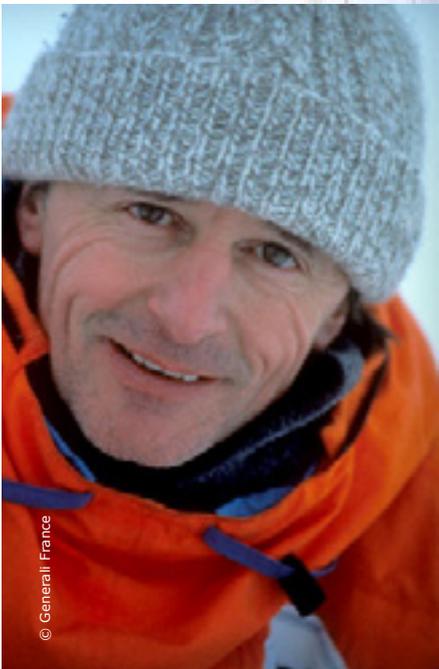
The balloon – a Rozière type – uses **hybrid supply**, partly helium and partly hot air, which is ideal for long distance journeys: in fact it combines the benefits of light gas (more power and lifting autonomy) with those offered by hot air (height control).





The car has been expressly built for this polar crossing.

The plan is for a training period till February 2010 (flight testing and climate adaptation, besides providing and testing technical equipments), which will be followed by the **departure, scheduled for March 20**. At the beginning of April, Etienne will wait for the most appropriate weather conditions and come back.



"Through this ambitious and challenging journey, worthy of a Verne's novel" - Etienne explains - *"I hope to capture the attention of the entire world on the issues of ice-pack regression, arctic biodiversity and climatic chaos"*. Generali France, partner of the initiative, confirms, also by using the "Génération Responsable" (**accountable generation**) brand, its commitment to promoting responsible human behavior contributing to limit negative environmental impacts.

For further information about the initiative and to watch the presentation video please visit the **relevant Web Site** (in French only).

