

Chess Grandmaster Alexandra Kosteniuk



**PROVES THAT
INTELLIGENCE
AND BEAUTY
GO TOGETHER!**



Alexandra Kosteniuk was born in 1984 in the Russian city of Perm, and soon started to collect trophies and titles: In 1994, at the age of 10, she became European Champion Girls U-10. In 1996 (photo with sister Oxana on right) Alexandra won the World Championship Girls U-12 with 10.5 out of 11 games. At the age of 14, with her superb performance at the Elista 1998 Olympiads, Alexandra became the youngest Grandmaster (WGM) in the world.



Alexandra created a sensation at the 2001 World Championships, going all the way to the finals, losing narrowly to the Chinese Zhu Chen. This earned her the title of Vice-Champion of the World.

Alexandra continued to collect successes. She became European Champion 2004 and Russian Champion 2005. As a member of the Russian national team she was a 3-times Olympic Medal winner. She is the 10th woman in chess history to break the gender barrier and get the Grandmaster (men) title, highest in chess (GM).

Alexandra's chess rating has passed the 2500 level, proving that she can compete with men Grandmasters on an equal footing. She is now ranked the 5th highest woman in the world. On the right you can see her playing against 12th world champion Karpov.



CHESS CHAMPION AND PROMOTER

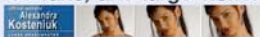


Alexandra promotes chess by traveling around the world, performing simultaneous exhibitions in front of large crowds. Her goal is to show that chess is not a boring game, and it can be played by all, men, women, young and old alike. Alexandra created a Fund to help promote chess.

Alexandra likes to visit schools and participates in programs to promote chess in the school curriculum. Chess helps children perform better in school.



Alexandra's web site, kosteniuk.com, is by all accounts the most visited Chess Grandmaster site in the world, with thousands of registered fans, and large visitor numbers.



You can find there news, games, photos, and videos of Alexandra, and listen to her weekly podcast "Chess is Cool".



From the early age of 8 Alexandra Kosteniuk was already an accomplished chess master. In 1996, at the age of 12, she became World Champion Girls U-12. Two years later, in 1998, she earned the Woman Grand Master title.

In 2001, the International Chess Federation, FIDE, invited Alexandra to present "The Face of Chess", and a famous photo shoot took place in Moscow. Alexandra continued to train hard and in December 2001 caused a sensation by playing superbly at the Moscow World Championship, going all the way to the final, losing narrowly to the Chinese Grandmaster Zhu Chen. Alexandra's notoriety shot up immediately, proving to the world that it is possible to be at the same time pretty and intelligent. Armed with the concept that "Chess is Cool" and "intelligence and beauty can go together", Alexandra gained immediate reknown thanks to articles promoting chess in Time Magazine, Sports Illustrated, Newsweek, etc. After that, and thanks to Alexandra's successful chess results, the number of articles about Alexandra Kosteniuk in the world press has been on the rise ever since.



IN THE PRESS

Alexandra's successes made her the most popular cover on all chess magazines, from Italy to Indonesia, passing by India, Greece and Russia. Each followed successes in the chess arena: Vice-champion of the world in 2001, European Champion in 2004, 10th woman to get the International Grandmaster (men) title, Russian Champion 2005, etc.



Several non-chess magazines put Alexandra Kosteniuk on their covers, which gives the message to all that chess should be taken very seriously.



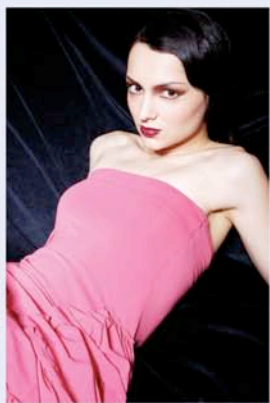
Alexandra was featured on magazine covers with famous people from the chess world, from the cultural world, or from the business world. Here with world champion Garry Kasparov, with Juan Antonio Samaranch (President Olympic Committee) and Paolo Fresco (Chairman, Fiat).



Alexandra Kosteniuk has also been successful in the modelling industry, which landed her jobs for famous fashion magazines Vogue, Elle Girl, Marie-Claire, Officiel, Jalouse, and others. Most of the time, Alexandra does not model for modelling sake alone, she shows that chess is cool, which opens the world of chess to more and more people.



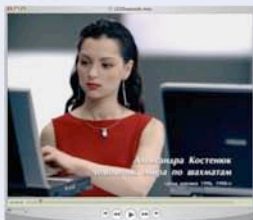
Top world photographers have worked with Alexandra: for example Olga Feshina, Zhenya Minkovich and Pierre-W. Henry.



IN FASHION



In 2002 the Swiss-based company Balmain Watches signed a cooperation agreement with chess champion Alexandra Kosteniuk. Alexandra became the ambassador of Balmain Watches around the world, and “personifies a true role model for her generation”. According to Balmain Watches, Alexandra personifies the true values of performance, innovation, human values, as well as elegance.



The giant electronics company LG hired Alexandra Kosteniuk to present the concept “champions pick the best products”, which is the same as “intelligent people pick the best”, or “the smart choice”. A massive advertising campaign was put into place in Russia and all countries of the CIS, with thousands of billboards, metro ads, magazines ads, and a strong TV presence. In all ads, Alexandra’s name was clearly indicated.

IN ADVERTISING

Alexandra also represents several companies with chess-related products, for example Chessbase (software programs Fritz 7 and Shredder 7), Excalibur Electronics (chess computers “Alexandra” and “Alexandra the Great”), W-Chess (mobile phone products).





Comments? Ideas? Proposals?

World: Diego F. Garcés
diego@kosteniuuk.com

Russia: Konstantin Kosteniuk
konstantin@kosteniuuk.com

France: Gérard Martinez
gerard@memoconsult.com

Want to send a greeting to Alexandra?

alexandra@kosteniuuk.com
voicemail: +1-305-7672143

www.kosteniuuk.com

