

P R E S S R E L E A S E / B U D G E T R E P O R T

FC Bayern Munich opts for BTD New Media once again

Munich, 23 March 2010. For over 10 years now, the BTD Group have been providing services for FC Bayern Munich such as the technical operation of their website, online shop, web TV and several other innovative E-services. With the current awarding of the operation of the website and E-services for the next 3 years, BTD once again stood out from the market as the perfect choice for the most successful club in Germany. Being reawarded, BTD will now additionally implement the re-launch of the official website and web-TV feature for FC Bayern Munich.

"We are extremely proud that FC Bayern Munich has selected us to continue this partnership for the next 3 seasons. This ongoing corporation spurs us on and confirms our view that a continuity of services in IT and E-business is the recipe for success. In the upcoming years, we will do everything to ensure that FC Bayern Munich continue their status as one of Europe's elite in the field of E-business and innovation," stated Stefan Leibhard, Managing Director of BTD New Media.

"At FC Bayern Munich, we represent long lasting, maximum performance – which we also demand from our service providers. The BTD-Team has convinced us once again of their ability to deliver. It is particularly important for us, that time and time again, we test and review all the parameters in order to assure that we have the best possible performance", announced Stefan Mennerich, Head of New Media und Media Rights at FC Bayern Munich AG.

Bayern Munich's official site can be found at: <http://www.fcb.de>

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About the BTD Group:

The BTD Group was founded in 1997 by Stefan Leibhard and Kersten Kröhl in cooperation with BTD Telekommunikation GmbH. Three additional companies, BTD Newmedia, BTD Service and BTD System followed, each devoted to new media, mobile communications and IT-services, respectively.

As the official IT-services provider for the Munich Allianz Arena, the company was responsible for the entire technical conception and project management even before the first screw was even turned. It is also active as a full-service web agency for arenas and sport providers.

Since April 2008, the newly founded BTD International Consulting AG have been responsible for modernizing and constructing unique venues at sport clubs, leagues, associations, organizers as well as the operators of stadia and arenas.

The company currently consists of over 120 employees in its various business sectors and is fully self-financed by its shareholders. See: <http://www.btd.de/btd-gruppe/en/>