

P R E S S R E L E A S E 8 / 2 0 0 8 E N

BTD International Consulting AG launch

Zurich, 25th of April 2008. In future, the BTD Group's international clients will be served by BTD International Consulting AG. Located in Zurich, the newly founded company advises sports clubs, leagues, associations, organisers and operators of stadia & arenas in the construction and modernisation of event venues.

BTD International Consulting AG primarily benefits in this respect from the experience gained in the construction and operation of the Munich Allianz Arena.

A main portfolio focus is thus all consultancy services, in conception, implementation and the ongoing operation of event arenas. Here, the Group's independence from combines and external investors is an important guarantee for the optimum selection of suppliers and long-term investment protection.

The appointment of the former vice-president of SKIDATA, Johannes Lippert, as CEO could be secured. "We consider ourselves lucky at BTD to have enlisted Mr Lippert as one of the world's most experienced consultants in stadium processes and technology", stated the Managing Director of BTD Group, Stefan Leibhard.

Johannes Lippert describes the novel opportunities as follows: "Against a backdrop of concrete requests and demands from international quarters, establishing the company was a natural step. Sought-after solutions from major events such as the UEFA European Championship, the forthcoming Olympics, FIFA World Championships or simply the necessary upgrades of existing arenas figure amongst our core competencies."

For further informations please contact:

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

The company currently has 120 employees in its various business sectors. The company is fully self-financed by its shareholders.

About Johannes Lippert:

Johannes Lippert, 44, was employed at SKIDATA, the world leader in access systems, from 1992 until 2008. In his capacity he worked on, among other things, projects for the 2006 and 2010 FIFA World Championships, 2007 ICC Cricket World Cup and the 2004 and 2008 UEFA European Championships. In his position as CEO of BTD International Consulting AG he is in charge of the BTD Group's international consultancy business.