

P R E S S R E L E A S E

fcbayern.de: sleeker, swifter, superlative...

Munich, 11 August 2008

The new FC Bayern website hit the net yesterday. A completely revamped design, e-webmail service for fans and RSS feeds are just a few of the most important innovations. For 8 years now, FC Bayern and its Internet agency, BTD Newmedia having been setting standards in the Internet.

It's always quite an occasion when FC Bayern München goes online with its new website. And not just for hundreds of thousands of fans, either. The media, other clubs and international leagues also await this annual event with baited breath. Today, it all happened.

Since yesterday at 3 p.m., the results of long months of work could be viewed by an admiring public. The new intuitive navigation is immediately recognisable above the large pictures of the footballers. Despite the gamut of functions, it is easy to move around the portal.

True fans can show their colours right away by sporting their new email addresses "name@fcbayern.de", a bonus that now comes free to all subscribers of FCB.tv.

The club IPTV station with trainer Jürgen Klinsmann brings players even closer. Up-to-the-minute video clips, live chats and broadcasts from the new sport centre are transmitted more or less on a daily basis. The new free RSS function will also interest press and fans alike. It keeps users up-to-date on current articles.

Working behind the scenes of the FC Bayern Internet debut is the Munich agency, BTD Newmedia. It is responsible for conception, design, development and operating services. The managing director of the BTD Group, Stefan Leibhard, comments: "Obviously FC Bayern's requirements are especially challenging. However, other companies have also realised the importance of new media to business success. Yet the degree of professionalism demanded by external communication can only be achieved with a specialist at your side. That's where we contribute to the continued success of our customers."

In the Internet at:

<http://www.btd.de>, <http://www.fcbayern.de>

Enclosure:

- Screenshot of the new website
- Photo of Stefan Leibhard (CEO)
- BTD Newmedia logo



screen_FCB_08.jpg



CEO_BTD_leibhard_01.jpg



btd_logo_nm_rgb.jpg

About the BTD Group:

The BTD Group was founded in 1997 by the managing directors, Stefan Leibhard and Kersten Kröhl with BTD Telekommunikation GmbH. The companies, BTD Newmedia, BTD Service and BTD System followed, devoted to the business sectors of new media, mobile communications and IT services.

BTD Newmedia serves the entire value creation chain in the Internet and, in this role has been managing customers such as DFL, FC Bayern München, VfB Stuttgart or T-Online for many years. As one of only few agencies, BTD Newmedia possesses the competencies to provide a full range of services from consultancy, design and development to up-and-running operation with a round-the-clock service. Its portfolio also includes the company's own call centre.

Since mid April 2008, the newly established BTD International Consulting AG has also been serving sport clubs, leagues, associations, organisers and stadia and arena operators in the construction and modernisation of venues. Customers include e.g. the O2 arena in Berlin, the Polish football league and Sony. BTD International Consulting AG primarily benefits in this respect from experience gained in the construction and operation of the Munich Allianz Arena.

In the Internet at: www.btd.de

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