

P R E S S R E L E A S E**Jeddah stadium to lead the technology in football stadium in Saudi Arabia****Jeddah / Zug, September 24th, 2009**

Access Control System – Jeddah Stadium

On Thursday, September 24th, Jeddah's Prince Abdullah Al-Faisal Stadium will not only host a routine football match in the Saudi Zain league, but it will go into history as the first stadium in the Kingdom of Saudi Arabia to pave the way for the future. Jeddah's stadium was chosen to be the first within the league for state-of-the-art features which are planned to be enrolled out this season.

Although there was a tough schedule, works had completed just in time to allow for this match, the first time use of electronic gates within newly designed access areas. These areas will result in a smoother and more convenient access to the stadium for fans, and all the other required services, and are based on the principles of the latest FIFA requirements for stadium security and safety, and ease of access. This system will in the future, provide state-of-the-art e-ticketing system that allows fans to purchase tickets not only at the stadiums, but also at malls and by mobile phone, etc. at any time.

SELA Sport & BTD International Consulting AG cooperate strategically to dramatically enhance the spectator experience and convenience step by step as well as the security and safety for the Saudi Professional League.

About Sela Sport

Sela Sport is the leading sport marketing company in the Middle East since 1995 leading the new trend of investment in professional sports in the region. Sela Sport became the major company who marked the evolution of sport investment, promoting sponsorship acquisition in Saudi football clubs and national teams and considered the main marketing and operating arm for Saudi right acquisition.

About BTD International Consulting AG

BTD International Consulting AG offers an excellent service for the planning and operation of IT related infrastructures for stadiums, venues and events across the globe.

Our unique skill set and expertise result in outstanding performance, reliability and efficiency of all systems and services for both the client and stadium operator. BTD's involvement diverges from a variety of individual stadia and arenas on a global scale, to several prestigious sporting events and partners such as the Allianz Arena, Olympic Games, the FIFA World Cup, the UEFA Euro Championships, the African Cup of Nations, the German Professional League, the Anschutz Entertainment Group / O2 Arena and many more such venues.

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