

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

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BTS signs a three year partnership with a global leading professional service provider worth in excess of SEK 15 million

Stockholm, Sweden and San Francisco, USA – BTS Group AB (publ), the world's leading learning and developing company within the segment of business simulations and discovery based learning, are proud to announce a strategic partnership with one of the top four global leading professional service companies. The partnership includes the development and delivery of discovery based simulations, addressing different aspects to Project Management and Project skills, as well as license rights to BTS e-learning technology. The agreement is worth approximately SEK 15 million and spans three years.

BTS is trusted by the client to develop and deliver simulations to drive change and improve business efficiency and results. The project targets a large number of high-level senior professionals, and includes the delivery of manual Board Simulations, Engage4Change maps, and customized e-learning solutions.

"We are proud that we have been chosen and entrusted with such an important and wide-reaching initiative," says Henrik Ekelund, President and CEO of BTS Group AB. "This is strong evidence of our ability to deliver top quality projects to one the world's leading companies in its sector, and our deep capability in areas of strategic alignment, business acumen, leadership and management."

For more information, please contact;

Thomas Ahlerup

Senior Vice President
Investor and Corporate Communications
BTS Group AB
Phone +46-8-5870 7002
Mobile +46-76 800 5755
E-mail thomas.ahlerup@bts.com

About BTS Group AB

BTS partners with leading companies to accelerate change and improve business results. BTS is the world leader in customized business simulations and discovery-based learning solutions that enable leading corporations to grow and become successful through change and improvement processes. BTS adds value to its clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. BTS also has strong capabilities in Operational Excellence & Project Management and offer an innovative Engage for Change process.

BTS has more than 250 highly talented employees serving more than 450 clients including 40 of the US Fortune 100 companies and 27 of the Global Fortune 100 largest corporations in the world. In 2008 BTS recorded revenues in excess of SEK 540 millions. Recent selected BTS clients include Accenture, Ericsson, Kimberly-Clark, Nokia, Sony, Toyota, Unilever and Xerox.

BTS serves its clients from Stockholm, Helsinki, Oslo, London, Madrid, Bilbao, Brussels, Johannesburg, Singapore, Beijing, Bangkok, Tokyo, Sydney, Melbourne, Mexico City, San Francisco, Philadelphia, Stamford, New York, Chicago and Scottsdale.

BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit www.bts.com.