



Catalysts for Profitability and Growth

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

Stockholm January 29, 2010

Leading Media Company signs agreement with BTS Group worth SEK 5.5 million

Stockholm, Sweden – BTS Group AB (publ), the global leader in accelerating strategic alignment and execution, has been selected for a contract valued at approximately SEK 5.5 million. BTS has been selected to transform the sales organization of a leading media company from a traditional transactional selling organization to a consultative selling organization.

BTS will develop a series of programs to support the execution of a new sales strategy and subsequent development needs. As part of this new initiative BTS will develop and deliver a five-day, integrated, group-learning experience targeted at the sales representative population built upon a self-discovery platform. An estimated 600 sales executives and managers will experience this first phase of an intense transformation process, where the objective is to understand the company's client's business, and the necessary drivers for their clients to be able to be successful.

The strategic project provides a wide range of learning components, including:

- Integration with client-specific content and strategy
- Online preliminary and post-program coursework
- Immersive scenario and business simulations

"We are building our brand awareness and subject matter expertise on how to successfully transform sales organizations from people who sell products to results accelerators," said Henrik Ekelund, President and CEO, BTS Group AB. "We are proud that we have been selected and entrusted with such an important and wide-reaching initiative," says Henrik Ekelund, "This is further evidence of our ability to deliver top quality projects based on state of the art technology and our deep capability in areas of sales transformation and strategic alignment and execution."

For further 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 is the global leader in accelerating strategic alignment and execution, innovating how organizations learn, change and improve. BTS adds value to its clients through three practice areas: Strategic Alignment & Business Acumen, Leadership and Sales Force Transformation. The unique BTS process offers fast strategic alignment and rapid capability building through: Business Simulations and experiential solutions, In-depth customization to what is relevant and actionable on the job, a results focused approach that comprehensively and efficiently secures and measures business impact.

BTS has over 300 professionals serving more than 400 clients including 40 of the US Fortune 100 companies and 25 of the Global Fortune 100 largest corporations in the world. In 2008 BTS recorded revenues of SEK 548 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, 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