

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

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BTS signs an agreement with a leading US based Network Solutions Company

Stockholm, Sweden – BTS Group AB (publ.), the global leader in accelerating strategic alignment and execution is proud to announce that it has signed an agreement with one of the worlds leading Network Solutions companies. The company is based in the US and the agreement is worth more than 5.0 MSEK.

BTS has been assigned to develop 13 online "Know the Industry" modules and develop and deliver a workshop on "Aligning Value and Sales Teams"

The objectives of the program are to help the client's direct sales force and global channel partners learn more about their key vertical market's issues, needs, and financial levers and to enable them to communicate the qualitative and quantitative value of the company's solutions and the impact on their clients' businesses

The target group for BTS engagement is corporate sales and channel partners around the world and the first project will roll out during the beginning of 2011.

"We are proud that one of the world's leading technology companies has trusted BTS with such an important and wide-reaching initiative" says Henrik Ekelund, President and CEO of BTS Group AB. "This further strengthens BTS position as one of the strategic players helping companies in the global technology industry to evolve and change in a globalized economy characterized by constant change."

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About BTS Group AB

BTS partners with leading companies to accelerate strategy alignment and execution, innovating how organizations learn, grow and improve. 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 Force Transformation. BTS also has strong capabilities in Operational Excellence & Project Management and offer an innovative Engage for Change process. BTS has more than 260 highly talented employees 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 2009 BTS revenues exceeded SEK 595 million. Recent selected BTS clients include AT&T, Ericsson, Kimberly-Clark, Nokia, Sony, Toyota, Unilever and Xerox.

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

BTS is a public company listed on the NASDAQ-OMX Stockholm and trades under the symbol BTS B.

For more information please visit www.bts.com.