

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

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BTS receives SEK 20 million order from leading US-based global Telecom Company

Stockholm, Sweden and New York, USA – BTS Group AB (publ), the world's leading learning and developing company within the segment of business simulations and discovery based learning, has received additional project assignments from a leading global Telecom Company. The assignments are follow-on orders based on an agreement originally signed in Q1, 2008. The projected revenues during are estimated to exceed SEK 10 million in Q1 2009, and SEK 20 million for the full year of 2009.

The American-based telecommunications service provider, with revenues exceeding USD 90 billion and an employee base numbering more than 200,000, continues to trust BTS to develop and deliver simulations for strategic alignment, leadership and management development initiative. The new assignment targets 6,000 leaders, all part of the company's top two percent management.

The objective of the initiative is to align management behind common strategies, goals and execution capabilities while building its leadership and management bench strength. The expected results from the 2- and 3-day workshops are accelerated execution of the company's strategy.

"We are proud that this long-time customer- and partner has once again chosen to engage BTS and entrust us 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 and our deep capability in areas of strategic alignment, business acumen, leadership and management."

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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 25 of the Global Fortune 100 largest corporations in the world. In 2007 BTS recorded revenues of SEK 523 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, 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.