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Leading US media and entertainment company new client with BTS

BTS has been hired by a leading US media and entertainment organization to develop an executive development program for senior leaders from across their company. The program will centre around a highly-customized simulation of the company and its various business units. The program is expected to be rolled out over the next several years.

"We are pleased to be working with a company of this caliber and see the media and entertainment industry as a highly promising new vertical segment," says Senior Vice President BTS USA, Rommin Adl

"This project demonstrates our ability to develop sophisticated solutions that challenge and give insight to managers at the very top of major corporations", says Henrik Ekelund, President and CEO of BTS Group.

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BTS Group AB is an international training and consultancy company in the field of business acumen. BTS uses tailor-made business simulations to support company managers in implementing change and improving profitability. BTS train the entire organisation to analyse and to take decisions centred on the factors that promote growth and profitability. This generates increased emphasis on profitability and market focus, and supports day-to-day decision-making, which in turn leads to tangible, sustainable improvements in profits. BTS customers are often multinational companies. In 2003, BTS generated a turnover of SEK 162 million and has today 100 employees. BTS is listed on the Stockholm Stock Exchange since the 6 June 2001.