



CARMEN SYSTEMS
RESOURCES IN BALANCE

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Bortz Media & Sports Group and Carmen Systems provide scheduling and optimization solutions for NHL's game schedule.

Carmen Systems AB and Bortz Media & Sports Group, Inc. have signed a memorandum of understanding that will combine their experience in scheduling and optimization to provide an enhanced scheduling software package for use by the NHL. Together, both companies can provide game scheduling software and consulting, television programming and advertisement placement, logistical support and resource allocation tools to the sports and media industry.

"Bortz Media & Sports Group has been providing scheduling services to major sports leagues including the NHL and NBA for more than twenty years. We are excited to enhance our scheduling services using tools which we are jointly developing with Carmen Systems," said Arthur Steiker, Managing Director of Bortz Media & Sports Group.

According to Hans Nilsson, Vice President of Global Services at Carmen Systems, "Our expertise in scheduling and optimization is directly applicable to the NHL's game scheduling problem. Carmen has created an optimization tool that offers the NHL solutions to an array of scheduling problems in less time."

"One of the challenging aspects of the NHL process is making incremental improvements to selected goals, without impacting the overall schedule. The system we have developed with Bortz Media will aid in solving this complex problem," he added.

***Bortz Media & Sports Group** based in Denver, Colorado, is a sports and media consulting firm committed to providing its clients with expert assistance relating to business opportunities, market trends and technological innovations in media, telecommunications and sports. Over 25 different professional, college and recreational leagues have used schedules developed by Bortz Media and Sports Group.*

***Carmen Systems AB** supplies integrated planning and decision-support solutions for clients found primarily in the airline and railway industry. Clients include Aeroméxico, Air France, Alitalia, British Airways, Finnair, Iberia, KLM, Lufthansa, Mexicana, Northwest Airlines, Philippine Airlines, SAS, Saudi Arabian Airlines, Virgin Atlantic Airways, Deutsche Bahn and SJ, Green Cargo. Carmen Systems is a rapidly expanding organization with 190 employees from 26 countries. Carmen Systems participates in joint research and software development at some of the world's leading universities. Company headquarters is in Göteborg, Sweden and features the largest R&D department in the business.*