

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

Stockholm December 17, 2007

BTS Group Signs Agreement with Coop Norway

Stockholm, Sweden– BTS Group AB (publ), the world's leading consulting and training company within the segment of business simulations, has together with our Norwegian partners Saga Corporate Advisors and Dinamo Consulting signed an agreement with Coop Norge to develop and deliver "The Culture and Leadership Program".

The program is comprised of 4 modules that are delivered during 10 days, and are focused on managing a company from a value based company culture stand point. The programs will be delivered during 2008 – 2009 and target the 84 top managers within Coop Norway. The deal is worth SEK 2 millions for BTS.

"We are proud that yet another large Norwegian company has chosen to work with BTS on a strategically important program. This substantiates our position on the Norwegian market, and we have therefore decided to open a local BTS office in Oslo", says Jonas Stalder, Manager BTS Norway

BTS Group largely works with large companies. Some recent examples of strategic projects on which BTS has worked include: Coca-Cola, Weyerhaeuser, General Motors, Vodafone, Boeing, Telstra, Adobe, Hewlett Packard, Cisco, DHL, Honda, Toyota, Gap, SonyEricsson, Nokia, Scania och Sony.

For more information please contact;

Thomas Ahlerup
Senior Vice President
Investor and Corporate Communications
BTS Group AB
Direct +46-8-5870 7002
Mobil +46-768-966 300
E-mail thomas.ahlerup@bts.com

About Coop Norge

Coop is the only retail trade that is owned by the consumers. One million members in Norway have a share each in their local cooperative society and receive their share of the profit. Today, as a hundred years ago, the members can use their vote to affect Coop's operations. Coop consists of several hundred cooperative societies with more than a thousand stores combined, and one in four shopping bags is one from of our convenience stores.

For more information about Coop, please visit www.coop.no

About Saga Corporate Advisors

Saga Corporate Advisors is a team of experienced leaders working as advisors for company boards and managements.

We work closely with our principals and focus on creating value in the organisation in close collaboration with the company's owners and management.

For more information about Coop, please visit www.sagacorporate.no

About Dinamo Consulting AS

Dinamo Consulting consists of physiologists with long experience of leader and leadership development, team development, coaching, and organisational development. Development initiatives are planned and delivered together with the customer, so that the initiatives support the customer's strategies and goals.

For more information about Coop, please visit www.dinamo.no

About BTS Group AB

BTS Group AB is the world's largest and most successful consulting and training company within the segment of business simulations.

BTS supports executive management in corporate change processes and the implementation of new strategies with the objective of creating a more successful and profitable company. BTS delivers this through real life, tailor-made business simulations.

BTS educates and trains not only executives and top managers but also entire organisations so that they understand and have the ability to analyse the key factors most important to the company in terms of supporting growth and profitability.

The projects are managed as customised business simulations delivered as e-learning solutions or as interactive seminars. In each case, individual participants working as teams are given the opportunity to create their own experiences and instantly see the result of their efforts by working in a simulated environment where real-life corporate data and conditions apply.

All of this creates a highly efficient education process where business strategies and objectives are transformed into action, which in turn leads to a higher awareness of day-to-day business decisions affecting corporate profitability and success. The overall result is measurable and sustainable profit improvements.

BTS customers are often leading global corporations. Currently the BTS customer list includes more than 25 of the world's 100 largest companies. During 2006 BTS had a turnover of SEK 379.1 million and a result after tax of SEK 38.6 million. Today BTS has approximately 200 employees in Sweden, Finland, UK, Spain, Belgium, Holland, Switzerland, US, Australia, China and South Africa.

BTS is a publicly company on the Swedish Stock Exchange and trades under the symbol BTS B

For more information on BTS go to www.bts.com