

PRESS RELEASE

**Top MBA Teams Compete to Run Multi-Billion Dollar
Company in Hands-On Simulation**

BTS University Challenge to run April 11—12 in Chicago

Chicago, April 8, 2008 – BTS, the world leader in customized business simulations and other discovery-based learning solutions, today announced the inaugural BTS University Challenge, which challenges MBA teams from top-ranked business schools to compete in running a multi-billion dollar corporation. The BTS University Challenge will take place Friday April 11 through Saturday April 12 in downtown Chicago with teams from the business schools at University of Chicago, Notre Dame, Northwestern University, Indiana University, and University of Michigan who have been invited to determine who can run the most successful biotechnology business. BTS, with offices in 18 locations around the world, and a new Chicago office opened earlier this year, launched the challenge to boost visibility of its company with leading area business schools and to give MBA students a taste of how C-level Fortune 500 executives improve their ability to deliver results in today's hyper-competitive, global business environment.

MBA competitions have proven a popular way for students to distinguish themselves outside of their schools for many years. Case competitions often bring new investment opportunities to venture capitalists, and the CNBC show "MBA Fast Money Challenge", launched in 2007, has given MBA competitions an even broader audience. However, the BTS University Challenge is the first competition in which students will take part in a simulation running an entire company, a simulation which has been designed to impart strategy at an actual company.

"These MBA's are incredibly smart and confident, but can they run a company?" asked BTS USA President Jonas Akerman. "In the BTS University Challenge, they will need to take everything they've learned, and combine it with split-second decision-making, balancing between pursuing revenue growth and improving profits, to succeed in this simulation."

The victorious team will take home a prize of \$2500 (\$500 per team member) and the title of BTS MBA Challenge 2008 winner.



Catalysts for Profitability and Growth

Over the last 20 years, BTS has provided simulations and other solutions to thousands of executives in the greater Chicago and Midwest regions including participants from Abbott Laboratories, Avon Products Inc., Baxter Healthcare Corporation, The Boeing Company, Daimler-Chrysler, The Dow Chemical Company, Eaton Corporation, HSBC Finance Corporation, Humana Inc., Macy's Inc., Motorola, The Proctor & Gamble Company, Schneider National, Inc., Sprint, and Grainger Inc.

BTS Chicago is located at 33 N. LaSalle Street, Ste 1210, Chicago, IL 60602. The phone number is: 312.263.6250, and the fax number is: 312.263.6110.

About BTS

BTS is the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. We partner with our clients to develop the mindset and capabilities that their people need to accelerate change and improve business results.

BTS has 300 highly talented professionals serving over 400 clients, including 40 of the US Fortune 100 companies and 25 of the Global Fortune 100 world's largest corporations. Select BTS clients include AT&T, Ericsson, Kimberly-Clark, Nokia, Sony, Toyota, Unilever and Xerox.

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 Leadership and offers an innovative Engage for Change process.

BTS serves its clients from offices in New York, Philadelphia, Chicago, San Francisco, Scottsdale, Stamford, Beijing, Bilbao, Brussels, Helsinki, Johannesburg, London, Madrid, Melbourne, Oslo, Singapore, Stockholm and Sydney.

For more information please visit www.bts.com.

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