

BTS Launches First U.S. Online Business Tournaments

Leading Customized Simulations Provider Offers Cost-Effective Tournament Solutions for Business Skills Training

Stamford, CT, February 10, 2009 – BTS, the world leader in customized business simulations and other discovery-based learning solutions, today announced the launch of BTS Tournaments in the U.S. BTS Tournaments integrates BTS-owned, Finland-based, Business Game Factory (BGF), the world leader in web-based business simulation tournaments, with BTS's development and distribution expertise. Now U.S.-based teams can participate in these acclaimed business tournaments, in which teams of 3-5 people run a simulated multinational company over 4 fiscal years, against real competitors in a virtual market environment. Generating high levels of excitement, these open tournaments provide a flexible and cost-effective, yet powerful way for companies to give managers an integrated application of business skills in a time-sensitive, competitive environment. The first U.S. tournament heat will commence in April.

Like BTS custom simulations, BTS Tournaments emphasize an engaging and effective way for managers to build business acumen including: strategic & systems thinking, financial acumen, customer focus, market and competition savvy. The program is also a powerful team building experience. BTS Tournaments boasts many years of success in "serious business games." Throughout its 12-year history, BGF has served more than 30,000 participants in 65 countries, including teams from Accenture, Ericsson, and Nokia. Participants give the experience extremely positive reviews -- 98% would recommend the BTS tournament experience to others.

In a challenging economic environment, learning and development organizations are increasingly turning to BTS for new solutions that provide the high engagement and impact of discovery learning for both business acumen and strategic execution. BTS will offer three types of tournaments to meet a variety of client needs:

- **Global Tournaments:** open tournaments for teams from a variety of companies, industries and geographies globally to enhance business acumen, strengthen execution skills and build teamwork
- **Custom Tournaments:** client-specific tournaments customized to solutions for clients with distributed and global workforces who need to align the organization to their strategy and enhance business acumen of business units, departments or high-potential leader groups
- **Sponsored Tournaments:** custom and/or best practice industry tournaments for companies, organizations and associations that need to build brands, strengthen networks and align to shared goals



Catalysts for Profitability and Growth

"BTS Tournaments is truly a unique offering in the elearning/virtual learning space. We have been successfully offering this in Europe and other parts of the world for several years. Our upgraded platform and new tournament portal will make this a valued offering by our clients and companies seeking high impact, cost effective learning in a tough economy" said Rommin Adl, executive vice president, BTS.

"This product is just one of a suite of highly innovative interactive tools and custom built solutions. We expect this to be a continuing trend for the coming year into which our investment will reap benefits for customers."

"Our new tournament portfolio is built based on excitement and engaging learning with a variety of customization options. We believe the competitive nature of our concept will be received with great enthusiasm in the US market," said Taavi Thiel, senior vice president, BTS, and recent president, Business Game Factory.

The new BTS Tournaments website can be viewed by visiting www.btstournaments.com. The new state-of-the-art BTS tournament simulation platform will be launched in April and incorporates feedback from hundreds of teams who have participated in the competitions. The new tournament will provide more intense competitions to participating teams and the companies that sponsor them.

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, Mexico City, Oslo, Singapore, Stockholm and Sydney.

For more information please visit www.bts.com.

#

Media Contacts:

Marina Greenwood

Activa PR for BTS

415-776-5350

marina@activapr.com

Rommin Adl

Executive Vice President, BTS USA



Catalysts for Profitability and Growth

484-391-2902

Rommin.Adl@bts.com