



Catalysts for Profitability and Growth

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BTS selected by leading wireless provider as partner for merger leadership initiative

Cingular Wireless, the largest U.S. wireless company selected BTS to develop and implement a merger alignment initiative for its acquisition of AT&T Wireless using a customized business simulation and complementary web-based tools.

The leadership initiative targets the company's top 800 executives during 2005 and 2006. Beginning with the leadership initiative, the client seeks to align the entire organization behind a common strategic direction for the merged organization, enabling leaders to share best practices supporting successful execution of the company's strategy. The simulation-based workshops and web-based tools facilitate the exploration of critical business initiatives, understanding of key success measures, and coordination of specific action plans.

"We are pleased to be working with the company's leadership team to help execute their merger strategy," notes Rommin Adl, Sr. Vice President of BTS USA and leader of the firm's East Region. "The scope of this engagement demonstrates our leading position as partners to wireless industry leaders."

"That a leading company has chosen to work again with BTS on this critical initiative recognizes the high level of competence and quality of our team," says Henrik Ekelund, managing and executive director of BTS Group. "Our customers, often leaders in their fields, demand very high quality from their suppliers."

For more information, please contact:

Henrik Ekelund, President and CEO of BTS Group AB, tel: +46 (0) 733 500 150
Rommin Adl, Sr. Vice President, BTS USA, tel: +1 203 943 4800 or +1 (203) 316-2740
Christian Ankarcrona, Investor Relations, tel; +46 8 58 70 70 22
Homepage; www.bts.com

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 approximately 105 employees. BTS is listed on the Stockholm Stock Exchange since the 6 June 2001.