

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

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BTS receives a SEK 10 million follow-on order from world leading telecom company Cingular Wireless

Stockholm, Sweden– BTS Group AB (publ) the world's leading consultant- and training company within the segment of business simulations has signed a follow-on contract with Cingular Wireless worth SEK 10 million.

Cingular Wireless, the largest American wireless company, has engaged BTS to develop and deploy a strategic development initiative to its middle managers using a customized business simulation.

Expanding a partnership with BTS on the merger integration initiative for its top executives, the client seeks to align management behind the common strategy and goals of the merged company. The initial phase of the project targets some 4,000 of the company's middle managers. The total target audience numbers approximately 7,000.

The primary objective of the initiative, called "Getting – To – Great", is to enable the organization for great execution. With a focus on human capital and business results, the simulation-based workshops facilitate the exploration of the execution capabilities, core competencies and best practices needed to implement the strategy and achieve merger goals successfully. Participating managers prioritize day-to-day actions to raise the bar on quality of execution, resulting in workshop takeaways directly applicable to the job.

"The executive workshops blended leadership and business acumen concepts in a way that made a powerful connection to our leaders on the importance of people when it comes to superior execution," notes Jim Bowles, Vice President – Workforce Development for Cingular. "We are confident that the manager level initiative will result in similar takeaways that raise the bar on the capabilities of our combined company to execute, particularly as we drive to achieve a superior customer experience."

"We are proud that a world leading company has chosen to work with BTS again in connection with an extensive strategic development," says MR Henrik Ekelund, President and CEO of BTS Group AB. "This is further evidence of our market leading position within this segment of the corporate- and business training market."

BTS Group works almost exclusively with large, international companies. Some examples of companies where BTS recently has been involved in strategic projects: Coca-Cola, Weyerhaeuser, GM, Vodafone, Boeing, Telstra, Adobe, HP, Cisco, DHL, Honda, Toyota, GAP, SonyEricsson, Nokia, Scania and Sony.

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Read more about BTS Group AB (publ) on www.bts.com

About Cingular Wireless Inc.

Cingular Wireless is the largest wireless carrier in the United States, serving 54.1 million customers. Cingular, a joint venture between AT&T Inc., formerly SBC Communications Inc., (NYSE: T), and BellSouth Corporation (NYSE: BLS), has the largest digital voice and data network in the nation -- the ALLOVER (SM) network -- and the largest mobile-to-mobile community of any national wireless carrier.

Cingular is the only U.S. wireless carrier to offer Rollover (SM), the wireless plan that lets customers keep their unused monthly minutes. Details of the company are available at www.cingular.com.

About BTS Group AB

BTS Group AB is the world's largest and most successful consultant- 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 to create a more successful and profitable company. BTS delivers this through real life, tailor made business simulations.

BTS educates and trains not only executive and top managers but also educates the entire organization so that they understands and are given the ability to analyze the key factors most important to the company in terms of supporting growth and profitability.

All projects are managed as tailor-made business simulations delivered as e-learning solutions, software solutions or as interactive seminars. Regardless of the delivery method each participant is given the opportunity to create their own experiences and instantly see the result of their efforts by working in a simulated environment where real live 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 which decisions in the day to day business effects corporate profitability and success. The overall result is measurable and sustainable profit improvements

BTS customers are leading global corporations. Currently BTS customer list includes more than 20 of the worlds 100 largest companies. During 2005 BTS recorded revenues of SEK 286,1 millions (205,9) a 39 percent increase and earnings after tax improved 80 percent to SEK 36,8 millions (20,4). BTS has more than 150 employees in US, Sweden, Finland, UK, Spain, Australia, China, South Africa and Switzerland.

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

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