

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

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BTS Group signs agreement worth approximately SEK 7 million with a Leading US based Telecommunications Company

STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ), - the world leading strategy implementation firm, has signed an agreement with a leading US based telecommunications company. The agreement is valued at approximately SEK 7 million and is set to begin in 2012.

BTS will provide a customized program aimed at increasing shareholder value and driving growth. The program recognizes that directors need to have solid foundation of business acumen in order to drive shareholder value. The initiative is designed to arm directors with the knowledge of the financial levers of their particular function but to also understand other business units in order to determine areas of possible interdependencies and opportunities. The program will ensure skill development, high learning retention, and application on the job.

"We are delighted that one of the world's leading telecommunications company has chosen BTS as its strategic partner," says Henrik Ekelund, President and CEO of BTS Group AB. "This partnership is strong evidence supporting our ability to accelerate strategy implementation and achieve business results."

For more information, please contact:

Thomas Ahlerup

Senior Vice President

Corporate Communications and Investor Relations

BTS Group AB

Phone +46-8-5870 7002

Mobile +46-768-966 300

E-mail thomas.ahlerup@bts.com

About BTS Group

BTS is a world leading strategy implementation consulting firm. The company accelerates execution by ensuring the workforce is aligned to the strategy, has the right mindset, and has mastered the capabilities needed to deliver business results. BTS leverages customized business simulations and targeted experiential learning initiatives to develop the leadership, business acumen and sales skills necessary for superior strategy execution. Partnering with today's leading corporations, BTS consultants bring passion and deep industry insight to deliver high-impact solutions that help clients achieve better results, faster.

Headquartered in Stockholm, Sweden, BTS has approximately 350 professionals in over 25 offices located on six continents. Partnering with nearly 400 organizations, including more than 30 of the world's largest corporations, BTS's major clients are some of the most respected names in business: Anglo American, AT&T, Chevron, Coca-Cola, Ericsson, HP, Rio Tinto, Sony, Telefonica, and Unilever.

BTS Group AB revenues were 697.7 in 2011

BTS is a public company listed on the NASDAQ-OMX Stockholm and trades under the symbol BTS b.

For more information, please visit www.bts.com.

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