



Stockholm, March 23, 2004

Prestigious Export Prize to Swedish Listed Company BTS.

World-leading training and consultancy company BTS Group AB, listed on the O list of the Stockholm Stock Exchange, has been recognized in intense competition for its achievements in the United States by the Swedish Trade Council's award for excellence, the Achievement Award 2004. The company's focus on the Fortune 500, the largest companies in the United States, has been highly successful, according to the Swedish Trade Council's jury.

BTS may be the only listed Swedish service company to establish client relations with many of the United States'—and therefore the world's—biggest companies. The US client list includes Kodak, Coca Cola, General Motors, Hewlett Packard, IBM, Sun Microsystems, Xerox, Cisco, Boeing, Bell South, Ford and Kmart.

“We are incredibly proud of this award,” says CEO and President Henrik Ekelund. “We can now see that our many years of hard work are beginning to pay off. Our reference list is extremely strong, which is increasingly obvious in our orders and from the respect we encounter in the market – and not just in the United States.”

“Despite the weak consulting market, BTS has strengthened its presence in the United States thanks to its strong client focus and its high quality standards for a service that includes unique cutting edge methods, applied with a Swedish and practical touch,” says the Swedish Trade Council in the United States.

BTS uses unique computer supported tailor-made business simulations to assist company managers in implementing change and improving profitability, attracting considerable international attention in the process. BTS's outstanding performance is due to its superior quality in design and documentation, using the latest techniques to firmly and practically develop a complete organization to promote growth and profitability.

Today the United States accounts for over half of the company's sales; total share of exports account for over 85 percent of the company's business. The company has branch offices in New York, San Francisco, London, Amsterdam, Madrid, Johannesburg, Sydney, and Stockholm.

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BTS Group AB is an international training and consultancy company in the field of business acumen. The company's customers are usually leading global corporations within their sectors. BTS has been listed on the O list of the Stockholm Stock Exchange since June 6, 2001