

## Bundesliga expert ignites the BTD Group

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Munich / Zurich, July 8th, 2009. BTD have added the experience from the German Bundesliga to their management board – Bernd Ingerling’s arrival is a timely boost for the innovative service provider.

The ever expanding BTD Group have been able to secure several high profile international projects in recent months and recently added to their management board with the notable signing of Bernd Ingerling from 1860 Munich.

The BTD Group is renowned for being experts in developing sleek, state-of-the-art IT and online solutions which serve as a high benchmark in the international market today.

As a respected leader in innovation, BTD’s involvement diverges from a variety of individual stadia on a global scale, to several prestigious sporting events & organizations such as FC Bayern Munich, the Olympics Winter Games Sochi 2014, the African nations, the German Bundesliga, o2 World in Berlin, and many more.

The company is steadily building-up employees in their headquarters in Munich and Zurich with an emphasis on innovation development for future generations to come.

The latest addition to this company is Mr. Bernd Ingerling. Ingerling is renowned in the football world for his vast experiences in stadium and club management. Possessing over 17 invaluable years of knowledge as a manager, event director and a member of the board in the German Bundesliga, he combines his deep passion in the IT sporting industry and will be sought upon to provide guidance and bring further success to the BTD Group.

After his final degree as sport economist, Bernd worked at FC Nuremberg for two years as an office manager, where he conducted contractual business issues and managed various events within his role.

Bernd Ingerling then joined TSV 1860 Munich, a club with a huge tradition in Munich, where he progressed to become a Member of the Board. In the 15 years at the club, his responsibilities included managing services in IT, ticketing, marketing and overseeing stadium related issues.

Stefan Leibhard, executive partner of the BTD Group: „I came to know Bernd during the construction works at the Allianz Arena. He was my contact person from TSV 1860 for all the issues surrounding the extensive IT-solutions which the BTD Group planned and implemented for the stadium at the time. Rarely have I met a man, who understood how to get to the heart of something in such a short time and track the implementation so efficiently. For BTD, Bernd is the ideal completion. I am sure he will enhance our current high quality of understanding the needs of our customers and will contribute in finding further solutions as a member of the management.”

Bernd Ingerling's duties as a member of the management will commence from July 15th, 2009 for the activities of the subsidiary company BTD International Consulting AG. Together with Johannes Lippert, CEO of BTD International Consulting AG, he will acquire the management and aid with the expansion of the international business of the BTD Group. Furthermore, Bernd Ingerling will heighten the wider expansion of the company in Germany with his immeasurable knowledge regarding football and his comprehensive network resource.

Bernd Ingerling: „I am delighted to take over this role in the BTD Group and join in a team, which I have come to know over the years. The company shares my aspirations in quality services and solutions in the field of IT. The solutions we offer as a company have always been in extremely high demand and this can be seen from our past achievements.

My aim in the company is to ensure that we fulfill our huge potential and go into more deeper, innovative features, which have not been exhausted in clubs or leagues yet.”

#### About the BTD Group:

The BTD Group was founded in 1997 by Stefan Leibhard and Kersten Kröhl in cooperation with BTD Telekommunikation GmbH. Three additional companies, BTD Newmedia, BTD Service and BTD System followed, each devoted to new media, mobile communications and IT-services, respectively.

As the official IT-services provider for the Munich Allianz Arena, the company was responsible for the entire technical conception and project management even before the first screw was turned. It is also active as a full-service web agency for arenas and sport providers.

Since April 2008, the newly founded BTD International Consulting AG have been responsible for modernizing and constructing unique venues at sport clubs, leagues, associations, organizers as well as the operators of stadia and arenas.

The company currently consists of over 120 employees in its various business sectors and is fully self-financed by its shareholders. See: [www.btd.ch](http://www.btd.ch)

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