

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

Stockholm January 2009

Accenture and BTS Win Two Awards for Simulation Program

Training Magazine, Brandon Hall Acknowledge

Accenture Enterprise Senior Manager Core Program

Accenture (NYSE: ACN) and BTS (OMX BTS B) have won awards from both *Training* magazine and Brandon Hall for their jointly developed Accenture Enterprise Senior Manager Core Program.

Accenture developed the program to help its senior managers understand the multiple facets of the company's business, such as its strategy and standardization and financial reporting obligations. The program uses a BTS simulation, which models Accenture's business operations over a period of several years.

The two companies won *Training* magazine's "Project of the Year Training Technology in Action Award" in the category of Simulations & Serious Games, as well as a Brandon Hall gold award for excellence in the category of "Best Use of Games for Learning."

"This simulation is an example of how training will look in the future, and we value the recognition of our vision by both of these notable awards," said Don Vanthournout, chief learning officer at Accenture.

"We're pleased to be honored with Accenture by these two distinguished training industry organizations. This further validates the growth and effectiveness of sophisticated customized simulations, like Accenture's Enterprise Senior Manager Core Program, which are rapidly becoming a key lever for strategy execution at savvy companies worldwide," said Rommin Adl, executive vice president, BTS USA .

The purpose of the **Training Technology in Action Awards** is to recognize outstanding achievement at the intersection of strategic learning and innovative learning technologies. The program is held annually. An outstanding "Project of the Year" recognition is awarded in each of the six categories. The Simulations & Serious Games category entrants were reviewed for innovation, efficiency, and results.

The Brandon Hall Excellence in Learning Awards are presented annually by Brandon Hall Research, one of the leading research firms in training and development. Now in its fourteenth year, the Awards program showcases exceptional work in the use of learning technology.

"We are so impressed with the quality of this year's winning entries," said Brandon Hall, Ph.D., chairman of the Awards program. "These winners set the standard for what innovative learning looks like today."

For more information please contact

Thomas Ahlerup

Senior Vice President
Investor and Corporate Communications
BTS Group AB
Phone +46-8-5870 7002
Mobile +46-768-966 300
E-mail thomas.ahlerup@bts.com

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With more than 186,000 people in 49 countries, the company generated net revenues of US\$23.39 billion for the fiscal year ended Aug. 31, 2008. Its home page is www.accenture.com

About BTS Group AB

BTS partners with leading companies to accelerate change and improve business results. BTS is the world leader in customized business simulations and discovery-based learning solutions that enable leading corporations to grow and become successful through change and improvement processes.

BTS adds value to its clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. BTS also has strong capabilities in Operational Excellence & Project Management and offer an innovative Engage for Change process.

BTS has more than 250 highly talented employees serving more than 400 clients including 40 of the US Fortune 100 companies and 25 of the Global Fortune 100 largest corporations in the world. In 2007 BTS revenues exceeded USD 80 millions. Recent selected BTS clients include AT&T, Ericsson, Kimberly-Clark, Nokia, Sony, Toyota, Unilever and Xerox.

BTS serves its clients from Stockholm, New York, London, Singapore, San Francisco, Johannesburg, Philadelphia, Melbourne, Stamford, Brussels, Chicago, Scottsdale, Helsinki, Sydney, Beijing, Madrid, Bilbao, and Oslo.

BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit www.bts.com