

## **P R E S S R E L E A S**

### **BTD Continues extends Bayern Munich partnership**

**Munich, 20 December 2011**

**The BTD Group are excited to announce the continuation of their sponsorship into 2011 with FC Bayern Munich Basketball Team.**

FC Bayern Munich Basketball are currently on course to fulfill their ambition of promoting to the premier division in Germany and have their sights on becoming one of Europe's elite basketball teams. Having obtained Coach Dirk Bauermann from the German national team as well as several high profile players, the team is currently enjoying a rich vein of form and sitting top of ProA. With only one loss since the start of the season, FC Bayern Munich basketball hope to emulate the huge success of their European counterparts in basketball such as Barcelona, Panathnikos and Real Madrid.

Having worked exclusively with Bayern Munich's highly renowned football club for several years, the BTD Group are delighted to continue their partnership in the Bayern Munich family. BTD developed and currently operate FC Bayern Munich's stadium, the Allianz Arena and have designed and hosted the club's official website and iphone app.

Kersten Kroehl, Managing Director of BTD Group announced, " I am extremely pleased with the continuity and expansion of our presence in the Bayern Munich brand. We are excited that the club has put so much faith into BTD as a result of our proficiency and accomplishments together."

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**About BTD Group:**

The BTD Group was founded in 1997 by partners Stefan Leibhard and Kersten Kroehl and started its business with BTD Telekommunikation GmbH, providing ICT business solutions to corporate clients.

With the business areas of Newmedia (Online Services), Mobile Management, Managed IT- Services and Technology Consultancy for Stadia and Venues the companies BTD Newmedia, BTD Service, BTD System and BTD International Consulting AG (CH) followed.

Today, with 110 employees, the BTD Group represents a provider for integrated IT and Online solutions. All business areas are completely self financed by its partners.

Also see our website [www.btd.de](http://www.btd.de)