

PRESS RELEASE

Sutton Motorsport Images to supply photos to adrivo Sportpresse GmbH

Graz, 23/03/05: With immediate effect, adrivo Sportpresse GmbH will be using photos from Sutton Motorsport Images in its editorial content. In recruiting Sutton Motorsport Images, adrivo Sportpresse GmbH has extended its network of first-rate, prestigious strategic partners within the motorsport sector.

With over 3 million pictures of every possible race series dating back to 1950, Sutton Motorsport Images is the largest independent supplier of pictures in the industry. The award-winning photographers from Sutton Motorsport Images produce work of incomparable quality that completely captures the fascinating world of motorsport.

Moreover, access to these images will not be limited to visitors to the adrivo.com website, as adrivo Sportpresse GmbH has become the first German agency authorised to supply Sutton Motorsport photos to its own clients and corporate partners, including Bild.T-Online, Lycos, Tele5, Schumann Reisen, MAHLE/bpa Sportpresse GmbH (publishers of the magazines *F1 Rennsportnews/F1 Racing* and the Michael Schumacher magazine *Top in Sport*).

“We are delighted to be working with Sutton Motorsport Images. They are currently the largest, most prestigious supplier of motorsport material in the world. As of now, we can offer clients and readers of our online content exclusive and sensationally topical pictures that are in a class of their own and of an extraordinary quality. Yet again, we are able to consolidate our position as a provider of exclusive, high-quality motorsport content,” commented Mike Wiedel, Managing Director of adrivo Sportpresse GmbH.

In addition, Mark Sutton will be writing a regular column at adrivo.com, in which he will report on his experiences as a Formula One photographer and provide visitors to the website with a unique backstage view of the F1 scene.

About adrivo Sportpresse GmbH

adrivo Sportpresse GmbH specialises in the creation and distribution of editorial content on a variety of topics. The company offers a range of supporting media services such as administration, programming, marketing and design. It therefore qualifies as a full-service agency, able to cover all the needs of its customers, amongst whom are numerous other online and print media outlets. The company also manages the websites of Michael Schumacher, Formula One driver Nick Heidfeld and other prominent figures from the world of motor racing.

In *Motorsport-Magazin.com*, adrivo Sportpresse also operates one of the most popular and influential online motorsport sites in the German-speaking world. In addition, the corresponding print title *Motorsport-Magazin* is available monthly from newsagents.

For further information, please visit www.adrivo-media.com.

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