

RESS RELEASE

Nick Heidfeld commissions adrivo Sportpresse to set up new website

Graz, 23/03/05: Formula One driver Nick Heidfeld now has a new official website at www.nick-heidfeld.de. In charge of migration and setup is Graz-based adrivo Sportpresse GmbH. The Austrian company's influential *adrivo.com* internet portal is one of the most popular with German-speaking followers of motorsport, and from now on, it will additionally be responsible for Nick Heidfeld's web presence.

On the redesigned pages of the BMW-Williams ace, visitors will find up-to-the-minute news, pictures and information about the top German racing star. Nick Heidfeld will be writing a regular blog, full of exclusive insights into his experiences on and off the track. There will also be a guestbook where fans can leave personal messages for Nick. Because the site is managed by *adrivo.com*, visitors can also be sure that they will have instant access to all the latest developments from the world of motorsport.

Nick Heidfeld: "I'm looking forward to working in partnership with adrivo Sportpresse. Unfortunately for a variety of reasons, my website has looked a little neglected in recent months. From now on though, it will always be kept up to date, and my fans will be able to discover interesting details about me and my work at first hand."

"We are delighted to be taking on the running of Nick Heidfeld's official website. Nick is one of the top drivers currently competing in Formula One, and we aim to reflect that fact in the way we operate his site," explains Mike Wiedel, Managing Director at adrivo Sportpresse GmbH.

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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