

RESS RELEASE

adrivo.com most popular motorsports website in Germany

Munich, 31/10/07: The “internet facts 2007-II” published by AGOF have identified adrivo.com as the most popular motorsports website in Germany.

On average, 109,000 unique users visit adrivo.com each month (according to internet facts 2007-II as published by AGOF e.V.). This means that adrivo Sportpresse GmbH is not only ahead of its sister website Formel1.de but also the competing Motorsport-Total.com. As a customer of adrivo Sportpresse GmbH, Formel1.de has for a number of years placed its confidence in the content and journalistic expertise of the team led by Editor-in-chief Stephan Heublein.

The unique user tally is a record of how many different persons actually avail themselves of a particular internet service each month. It is the number of unique users that defines the net popularity of a website and is thus far more significant and relevant in terms of market impact than, for example, the number of visits or page impressions.

“Within a short period of time, adrivo.com has established itself as the most popular source of information on the web for anyone interested in motorsports. We regard adrivo.com as the number one factual medium in the sector,” says Managing Director Mike Wiedel, confirming the user figures.

“The net popularity statistics once again demonstrate that adrivo.com is the clear market leader. It is no wonder that our magazine has had such good bookings for the past few months and is regarded by all the media agencies as a prime advertising channel,” explains Manuel Sperl, Managing Director of adrivo Sportpresse GmbH and first line of contact for online advertising at adrivo.com.

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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