

RESS RELEASE

Michael Schumacher goes online with new website

Munich, 06/05/08: adrivo Sportpresse GmbH launches new Michael Schumacher website at www.michael-schumacher.de.

Record F1 championship winner Michael Schumacher can now be found at his new official website, www.michael-schumacher.de. Design and construction are the work of adrivo Sportpresse GmbH. This full-service provider operates adrivo.com, one of the most influential and widely read motorsports websites in the German-speaking world, and from now on will also be managing Michael Schumacher's web presence.

On the redesigned pages of the Ferrari consultant's website, fans can find the latest news from and about Schumacher plus a comprehensive review of his impressive motor racing career. In addition, the picture gallery contains some unique images from Michael's life. As well as catching up on information about his activities on and off the track, fans can also download autographed portraits.

Michael Schumacher: "It's nice to know that my fans, or anyone else who is interested, now have somewhere to start looking for relevant information."

Mike Wiedel, Managing Director at adrivo Sportpresse GmbH: "The name Michael Schumacher stands for quality and success. We are delighted to be entrusted with the task of presenting such a world-famous celebrity on the internet."

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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