

PRESS RELEASE

adrivo.com becomes Motorsport-Magazin.com

Munich, 16/02/09: Germany's popular dedicated motorsports magazine 'adrivo.com' is gearing up for the new Formula One season. Sporting a new logo and fresh livery, the magazine will now be published under its new name: Motorsport-Magazin.com.

According to the latest survey by AGOF (Study Group Online Research) 'internet facts 2008-III', the magazine achieves a net reach of 120,000 persons per month, and that's just in Germany. In total, Google Analytics measures ~ 1 million visitors and ~ 10 million page impressions each month.

The internet portal went online in 1997, since when it has established itself as an opinion maker in Germany, Austria and Switzerland. Exclusive stories from the track, penned by a 30-strong editorial team who are not only expert but also passionate about motor racing, ensure in-depth analysis tempered by humorous insights. Videos, galleries, databanks full of results and statistics as well as a wide community of enthusiasts complete the varied and fascinating Motorsport-Magazin.com package.

Based both in Munich (Germany) and Graz (Austria) the magazine's publishers, adrivo Sportpresse GmbH, also operate the official websites of Michael Schumacher and Nick Heidfeld.

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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