

PRESS RELEASE

New motorsport magazine goes on sale

Munich, 11/03/09: Following the recent rebranding of the popular and influential motorsport website "adrivo.com" to "Motorsport-Magazin.com", operator adrivo Sportpresse GmbH have come up with a fresh surprise as the racing season gets underway.

The 30-strong editorial team led by Stephan Heublein and Falko Schoklitsch is now to publish a new, monthly German "Motorsport-Magazin" in print format. This will be distributed via Mountains Publishing with adrivo Sportpresse GmbH having full responsibility for the content.

"Motorsport-Magazin" is a large-format, glossy publication with 144 pages full of fascinating articles, imaginative use of visuals by Sutton Motorsport Images and exclusive up-to-the-minute insider information from the world of motorsport – starting of course with Formula One, but also covering MotoGP, WRC, GP2, DTM and other international race series.

The print title complements the online version of the same name, thereby enabling a dovetailing of online and printed content.

The current edition goes on sale at newsagents and kiosks in Germany and Austria from today. "Motorsport-Magazin" will be appearing monthly.

We'll also be happy to talk to you about advertising opportunities as well as the scope for more general cooperation.

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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