

PRESS RELEASE

Motorsport Arena Oschersleben chooses Motorsport-Magazin.com as media partner

Munich, 21/06/11 – Motorsport-Magazin.com and Motorsport Arena Oschersleben are lining up together in a new media partnership. The northernmost track in Germany is once again a regular venue on the 2011 motorsport calendar, staging a number of important events including DTM and FIA WTCC racing, the ADAC Masters Weekend, the FIM Sidecar World Championship and the German IDM Superbike Championship.

New media partner Motorsport-Magazin.com will be reporting on all the latest news and developments on and off the track. In addition, Motorsport Arena Oschersleben will be placing numerous adverts on the Motorsport-Magazin.com website and in the print magazine of the same name.

“This agreement with Motorsport-Magazin.com has considerably enhanced our network in the media landscape,” said Thomas Voss, Managing Director at Motorsport Arena Oschersleben. “We look forward to working together in this new and strong partnership.”

Mike Wiedel, Managing Director at adrivo Sportpresse GmbH responded in equally enthusiastic fashion: “We are very pleased to be embarking on this media partnership with Motorsport Arena Oschersleben. Using the media channels of Motorsport-Magazin.com – online, print and mobile – we will be able to raise the profile of the circuit which is quite unique within Germany because of its arena character.”

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 Formula One driver Nick Heidfeld and other prominent figures from the world of sports.

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.

Press contact:

Mike Wiedel
adrivo Sportpresse GmbH
Landsberger Strasse 183
D 80687 Munich

Tel.: +49 (0)89 500 94 880
Fax: +49 (0)89 500 94 881
E-mail: info@adrivo.com

Content und advertising:

Dipl.-Ing. (FH) Manuel Sperl
adrivo Sportpresse GmbH
Liebenauer Hauptstrasse 106/6
A 8041 Graz

Tel.: +43 (0)316 915 252
Fax: +43 (0)316 915 253
E-mail: info@adrivo.com