



PRESS RELEASE

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SPORT MEDIA SERVICE SMS GmbH enters the Porsche Mobil 1 Supercup with HISAQ[®] Competition

Munich. At the beginning of the year, SPORT MEDIA SERVICE SMS GmbH wins a new client. On behalf of the ALUTEC-BELTE AG, the Munich-based agency takes over the responsibility for communications for the new sports racing team “HISAQ[®] Competition“ in the Porsche Mobil 1 Supercup.

SPORT MEDIA SERVICE SMS GmbH will devise the PR work for the motor sports racing team of ALUTEC-BELTE AG. The scope of operations includes conceptual consulting, as well as producing and editing texts for publishing.

“SPORT MEDIA SERVICE SMS GmbH has been able to convince HISAQ[®] Competition GmbH, an innovative und ambitious company, of our strengths. The visualization of the technology transfer between racing sports and series production can hardly be illustrated more authentically than through this company“, commented Armin Gastl, CEO of SPORT MEDIA SERVICE SMS GmbH.

“Our future-oriented and innovative technologies are setting the course for our future. For development purposes we look for equally competent partners. In SPORT MEDIA SERVICE SMS GmbH, we have found a partner for a long term cooperation in the field of motor sports“, said Arndt Schmidt, Team Principal of HISAQ[®] Competition.

The HISAQ[®] Competition Team will enter the battle for good results in the Porsche brand cup on April 15th 2007 in Bahrain with a newly created team and two strong drivers, Richard Westbrook and Nicolas Armindo.



Through its involvement in the Porsche Mobil 1 Supercup, ALUTEC-BELTE AG is expecting to gain attention for the new business area motor sports.

Founded in 1998, **ALUTEC-BELTE AG** is one of the world's highest performing service providers for aluminium materials today, focussing on thermal treatment. The company's main headquarters are in Delbrück, two further sites are located in the Munich area. Currently occupying 160 employees, ALUTEC-BELTE AG generated a turnover of 16.2 million euros in the fiscal year 2006.

Since 1996, **SPORT MEDIA SERVICE SMS GmbH** has been operating as a sports content provider and sponsoring consultant. In cooperation with further editorial offices in London (UK); Qingdao (VR China) und San Diego (USA), the Munich agency supports brands, institutions and media companies in the area of content conception, production and marketing, as well as operating mobile services. Via a network of journalists and partner agencies, SMS is capable of fulfilling all their client wishes as a full-service agency. More than 100 German and international sports journalists enable the production of multilingual content. In addition, the affiliate company F1Total.com GmbH and its portal of the same name is the widest reaching German speaking Formula One internet platform www.f1total.com.

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