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HRG LANDS PREMIERE GROUP AS A NEW CLIENT

International corporate travel services company Hogg Robinson Group (HRG) has signed Premiere Group as one of its newest customers. FC Bayern Tours GmbH, a joint venture between HRG Sports and FC Bayern Munich, was able to convince the Premiere media group of its considerable expertise and its broad range of services. HRG is internationally operating in the fields of Corporate Travel Management, Consulting, Expense Management, Events & Meetings Management and Sports.

Premiere has high travel management needs. Their business trips are very complex and require a great deal of flexibility – especially in sports reporting, for example during the games of the soccer premier league or the Formula 1 season. Premiere AG, pay-per-view channel Premiere Fernsehen and Premiere's numerous subsidiaries and affiliates in Germany and Austria, spend several million euros on business travel in 2007. As part of its full service solutions, HRG processes hotel, flight, train and rental car bookings.

"Fast, perfect organization is just as important in the media as it is in sports when it comes to high performance. Premiere has chosen us as its partner because HRG has long-standing travel management experience in the sports and B2B industries," explains Wolfgang Wirthmann, Managing Director of HRG Sports Europe.

Through a series of joint ventures and other arrangements, HRG Sports manages the travel needs of the German Football Association, the German Football League, FC Bayern Munich, Borussia Dortmund and Bayer 04 Leverkusen. In Austria HRG manages the clients Red Bull Salzburg and the Austrian Handball Association ÖHB. Its other customers include the International Ice Hockey Federation IIHF in Switzerland as well as the German Ice Hockey Association. HRG has also been collaborating for more than 30 years with the National Basketball Association (NBA) in the United States.

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Notes to Editors:

Hogg Robinson Group (HRG) is the award-winning international corporate travel services company. Founded in 1845, HRG has over 60 years specific corporate travel expertise. Its corporate services interests include owned or controlled corporate travel operations in 25 of the key driver and growth markets throughout Asia Pacific, Europe and North America. Supported by contracted partners, the HRG worldwide network extends to over 100 countries.

Totally committed to a value offering for clients, HRG offers a comprehensive range of corporate travel services including Corporate Travel Management, Consulting, Events & Meetings Management and Sports as well as Expense Management through its Spendvision operation.

Premiere is the leading pay TV operator in Germany and Austria with about eleven million viewers in about 4.2 million subscriber households, including about 620.000 arena and Unitymedia customers Premiere provides with Premiere Fußball Bundesliga. Premiere has a business concept that is both simple and convincing. It provides experiences that conventional television can't offer. In a TV environment promoting more and more of the same thing, Premiere's focus is consistently on exclusive programming: new feature films, new series and gripping live sports action.