

HARRI KAASINEN APPOINTED MANAGING DIRECTOR OF ENTRE MARKETING, A SUBSIDIARY OF BELTTTON-GROUP PLC

The Board of Directors of Entre Marketing Ltd, part of Belttton-Group, has appointed Harri Kaasinen as the company's Managing Director. Belttton's focus is on developing and strengthening the company's sales, with Kaasinen at the helm as of 1 October 2007. Harri Kaasinen will also be a member of Belttton-Group's Group Management. Belttton-Group acquired a majority shareholding in Entre Marketing Ltd, a provider of fair and event marketing services, on 9 May 2007.

Heikki Vienola, CEO of Belttton-Group Plc: "We are looking to steeply increase the sales of Entre - and all of Belttton for that matter. Harri Kaasinen's expertise in concept sales and his solid B2B experience will benefit the development of Entre's sales. I believe that Entre, headed by Kaasinen, is well positioned to increase its market share."

"In my mind, the best approach to sales development is management through coaching. I believe that my long and extensive experience in sales and change management will be of use when guiding Entre towards increasingly better results. Belttton's sales competence is among the best in the field. I believe our co-operation will work excellently," says Kaasinen, who starts as Entre's Managing Director in the beginning of October, and adds: "This is a very welcome challenge for me."

Born in 1962, Harri Kaasinen has worked in managerial positions for nearly twenty years. Kaasinen transfers to Entre Marketing Oy from Despec Finland Oy, a leading Nordic wholesaler of IT supplies. At Despec, Kaasinen worked as Country Manager and Sales and Marketing Manager, his goal being to build Finnish operations into the leader in the field. From 1999 to 2006 Kaasinen worked as Managing Director of the Lippupalvelu ticketing service, focusing on change management, development of new products and services, as well as concept sales to event organisers in Finland and abroad. In the 1990s Kaasinen worked as managing director and in positions with responsibility at several companies involved in event and sports marketing.

Entre Marketing's operations focus on the design and implementation of international trade fairs, exhibitions and event marketing. Services are available to both individual companies and business clusters around the world. The company is Finland's market leader in its sector, offering services to more than 1,100 customers last year. During the year, Entre was involved in some 300 events in 25 countries. Exhibition services and event marketing specialised by Entre Marketing support Belttton's Sales Promotion business.

BELTTTON-GROUP PLC

Heikki Vienola
CEO

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