

Presse Release

July 16, 2006

Sportsella.com to win ISPO BrandNew Award

München – The online sales training portal „Sportsella.com“ (www.sportsella.com) is a winner of ISPO-BrandNew-Award, the most important newcomer competition of the European sporting goods industry. In connection with the prize Sportsella.com is presented on the ISPO Summer06 fair (July 16 - 18, Munich) in the BrandNew Village in hall A1.

Sportsella.com was launched in October 2005 and has registered more than 1,000 sporting goods sales persons in the German-speaking market who passed 3,000 plus online training sessions since. „I am more than happy with the first six months of Sportsella.com“, says Sportsella.com-founder and CEO Marc Ritter. „The feedback from the industry is very positive and I am looking forward to presenting Sportsella.com to more users and clients on ISPO Summer06 fair.“

In the meantime, the Sportsella.com team is preparing for the up-coming winter and outdoor season. „All of our launch clients will continue to place sales trainings on Sportsella.com this autumn“, Ritter reports, „from Suunto, Scott, Atomic to Salomon and Conform´able or Speedminton – clients were more than satisfied with the results of reaching sales persons directly and in a measurable way at low cost. And we are gaining new clients every week and are talking with big players about producing brandspecific and international training portals on their behalf.“

On www.Sportsella.com the 30.000 plus sales persons in the German-speaking countries can improve their knowledge of top products and brands and train themselves to have the right sales points in their minds when it comes to sales conversations in front of the shelf. They are motivated to use Sportsella.com by valuable prizes such as dvd-records, wristtop-computers or sporting goods and rewarded with certificates..

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„Being an equipment junkie myself, I often was displeased with the service and competence of the sales person in a sports shop. I often knew more about material, production and usage of an expensive sports product than the person pitching it to me“, Ritter remembers. Having been an internet professional for several years, he saw his market niche by solving the problem of insufficient training and motivation of sporting goods sales agents: “Sportsella.com is a world-wide unique product.”

Über Sportsella.com (www.sportsella.com)

Sportsella.com is the only brand-independent sales training portal for sporting goods sales persons in the German-speaking internet. Sportsella.com produces online sales trainings for top brands of the sporting goods industry and distributes them online to the sales agents in the sports shops.

About ISPO BrandNew (www.ispo-brandnew.com)

Every 6 months the jury of the world's largest start-up competition in the sporting goods industry - ispo BrandNew - meets to test and select the best and most innovative young products and brands. Since 7 years, ispo BrandNew is the barometer for upcoming trends. This time a move towards sports inspired furniture and sports lifestyle products became visible. Showcase of the latest designs is the BrandNew Innovation Village in hall A1 at the summer ispo 06 in Munich, Germany, from the 16th until 18th of July 2006, where companies have the one-off chance to display their wares to an international audience.

For questions, interviews, pictures please contact:

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We have the following pictures available upon request (please e-mail):

- screenshots (jpg)
- portrait M. Ritter (tif)
- Sportsella-logos in high and low res (jpg/tif)