



# Press Release

## **ATLAS Interactive Expands Management Team Lars Ketelsen now Executive Director of Sales & Marketing**

**Hamburg (Germany), 01 February 2011:**        **The German business unit of ATLAS Interactive expands its management team with the new addition to Sales and Marketing. Lars Ketelsen is now the new Executive Director of Sales and Marketing for the specialist of content billing.**

Ketelsen has several years of experience in sales and direct marketing that will continue to push forward with the development of new markets and international sales strategies. Ketelsen was with NDR Media GmbH since 2005 where he was responsible for the communication center.

“The markets are constantly changing. Lars Ketelsen and the empowerment of our management, can now respond to individual developments.” Marco Priewe, CEO of ATLAS Interactive Deutschland, said of Lars Ketelsen.

Ketelsen (CMO), now joins Andreas Syska-Funk (CIO), Andreas Pritzlaff (COO) and Ingo Vahl (CFO) to the extended management team.

(characters: 844)

### **About ATLAS Interactive Deutschland GmbH**

ATLAS Interactive Deutschland is a subsidiary of the ATLAS Interactive Group with German offices in Hamburg and Cologne. The international network of specialist for a large range of content billing ensures a global reach. Since its formation in 1995, ATLAS Interactive Deutschland has pioneered the micro payment industry and offers customers a wide range of solutions, products, tariffs, and customer support in over 85 countries. ATLAS Interactive Deutschland is the European leader in micro payments with Premium SMS, Web Billing and Premium Rate Billing, processing several millions of micro payment transactions a month. The portfolio of products also consists of communication solutions, IVR applications, service numbers, as well as global Bulk SMS routes. The company is the most important micro payment provider for the digital entertainment industry and is active worldwide with large gaming companies among its clients. The core product kanzaloo, combines the most important micro payment solutions for selling digital goods. Designed specifically for browser gaming companies, ATLAS Interactive has developed Vreach, an automated voice messaging service for in-game alerts. ATLAS Interactive also offers tasalla.me, a gaming portal in the Middle East where companies can publish their games and reach a whole new, ever growing audience.

The ATLAS Interactive Group has additional offices in London, Beirut, Sao Paulo and Miami. ATLAS Interactive is part of the ATLAS Group, whose companies employ several hundred people worldwide. Besides ATLAS Interactive, the ATLAS Group includes entities such as ATLAS Telecom, ATLAS Systems, ATLAS Telecom Network, and ATLAS Premium Brands.

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