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**FOR IMMEDIATE RELEASE**

**BEHIND THE SCENES INC. WINS MULTI-MILLION DOLLAR  
CONTRACT TO CATER 2006 WINTER OLYMPICS  
IN TURIN, ITALY**

*Monumental Job Will Include Serving Up to 7,000 Media Breakfast, Lunch and Dinner Daily  
Including NBC and Press from Around the Globe*

**SAN DIEGO (Jan. XX, 2006)** -- Behind the Scenes Inc. (BTS), a catering and event management company known for dazzling guests at weddings and charity events throughout Southern California and handling the backstage requests of every artist from Aerosmith to Elton John, recently secured a multi-million dollar contract to bring their skills and talent to the upcoming 2006 Winter Olympic Games in Turin, Italy. After pleasing the palates of media from around the globe during the past three Olympic Games, BTS will provide catering and hospitality services to broadcasters at 19 different competition and non-competition venues, along with the International Broadcast Center (IBC), the largest dining venue for worldwide media.

From production crews to on-air personalities, BTS will serve breakfast, lunch, and dinner for the 7,000 people involved with bringing the Olympic Games to households around the world. The press will include The World Broadcasters, which is comprised of sports broadcasting companies representing participating countries around the world, and NBC, the only broadcaster with the rights to televise the Olympic Games in the United States.

“Behind the Scenes has developed a relationship with NBC and the host broadcasters during the last three Olympics that is quite hard to beat,” said John Crisafulli, president and chief operating officer of Behind the Scenes Inc. “We customize menus to our client’s specific food preferences, such as the northern Italian cuisine of the host city of Turin. We also personally manage the overall project logistics, which is how we have built our reputation and lasting relationship with the NBC and the World Broadcasters.”

To take on such a monumental task for the 2006 Winter Olympic Games, BTS has recruited more than 275 staff including top chefs from around the world such as Executive Chef, Paul Marshall. His culinary expertise includes working with Emeril Lagasse and the famous Commander's Palace in New Orleans. He also served as executive chef at Rumjungle and Red Square in Las Vegas at Mandalay Bay Resort and Casino. For BTS in San Diego, he contributes his culinary talent to a diverse range of events for local clients, including private dinners, large scale productions and corporate parties.

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**BTS TO CATER 2006 WINTER OLYMPIC GAMES  
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Marshall and Carlo Zarri, the Italian lead chef for the BTS project, recently prepared a meal at the prestigious James Beard House in New York. BTS, one of the only off-premise catering

companies in the nation to receive this honor, participated in organizing and preparing this “Olympic Experience Dinner,” highlighting the cuisine of Northern Italy and introducing guests to the variety of unique creations the broadcasters will enjoy during their time in Turin.

The Chefs provide the culinary magic at the Olympics, but it is the attention to detail that sets BTS apart from other catering companies. With their culinary and wine backgrounds, the catering and event specialists provide unparalleled expertise. The executive management team of BTS draws from their experience catering events in a variety of venues from five-star hotels throughout the world to the Worlds Fair, and the G8 Summit in 2004 to the recent Presidential Inauguration in Washington, D.C.

“Behind the Scenes believes that in terms of quality, the size of the event is irrelevant,” Crisafulli noted. “Whether it be the Olympics in Italy or the comfort of your own home, creative, fresh culinary delights, attention to detail and a passion for service are the three critical elements to our success.”

**About Behind the Scenes, Inc.**

San Diego, Calif.-based Behind The Scenes (BTS) is the nation’s premiere on-location catering company, serving the television, film, and broadcast industry as well as corporate and private clients. Since 1985, BTS has provided the finest quality on-site food and convenience services for notable events including the Olympic Games in Sydney (Australia), Salt Lake City and Athens (Greece), as well as the 1996 and 2000 Republican National Convention and 2004 G8 Summit. They also serve as the exclusive caterers for the San Diego Wine and Culinary Center. For more information on the catering and event management services provided by Behind the Scenes, please contact (858) 638-1400 or visit the website at [www.btscenes.com](http://www.btscenes.com).

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