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BEHIND THE SCENES PREPARES FOR CATERING TO NBC AND EVENT SPONSORS IN BEIJING

San Diego-based company will feed more than 4,000 U.S. and International Media as well as Corporate Sponsors each day.

San Diego(May 20, 2008) – Behind The Scenes, Inc (BTS) will operate the largest western style food service operation in Beijing, outside of the Athletes Olympic Village, during the upcoming 2008 Summer Olympics. This will be the fifth Olympic Games that the San Diego-based catering company will be a participant.

BTS will feed nearly 3,000 members of the US broadcast media each day at a majority of the 31 Olympic competition venues. Led by John Crisafulli, President and Chief Operating Officer, BTS will be the only Western catering company with its own supply and distribution chain in Beijing. Controlling the supply chain is essential to assure quality and safety of all the products used in their operation.

Crisafulli said the 2008 Summer Games offer a host of new challenges, as catering of this type and magnitude is not common in China.

“Special events are generally a new thing in China,” said Crisafulli, who led BTS’s catering efforts at the Olympics in Sydney, Australia; Salt Lake City, Utah; Athens, Greece; and Torino, Italy. “We’ve had to build eight full western-style kitchens and a large central warehouse operation that will be used to feed our clients and their guests over the course of the games.”

The Beijing Organizing Committee (BOCOG)has gone to great lengths to assure a spectacular event and continues to work closely with western-based companies, as BTS, to assure that the quality and safety of all products used in the food service operations at the games are world class. “One of the biggest challenges is procuring enough food supplies from within China,” Crisafulli said, “As large as China is, their market for western style products is just now maturing due to the influx of western businesses and tourism. Because of this food prices have risen dramatically over the past year due to increased demand and lack of supply. Despite these challenges, the Beijing City government and BOCOG are doing a great job to help BTS coordinate our efforts on behalf of our clients.”

BTS will service not only the US broadcast company covering the Olympic Games, but will also provide services to that companies News division. In addition, BTS has been tapped by two worldwide Olympic Sponsors to provide hospitality services within their Corporate Pavilions on the Olympic Green, adjacent to the “Birds nest” National Stadium, the crown jewel of venues built by the Chinese.

BTS has gone to great lengths to assure a quality hospitality experience for its clients. “We have imported products from around the globe to spice up the menus in addition to incorporating popular local cuisine. Our guest’s culinary experience will be internationally focused but will still offer many of the comforts of home,” Crisafulli said.

BEHIND THE SCENES PREPARES FOR FIFTH OLYMPIC GAMES PARTICIPATION IN BEIJING 2-2-2

About Behind The Scenes, Inc.

San Diego, California-based Behind The Scenes (BTS) is the nation’s premier 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 on-site food and convenience services for notable events including the Olympic Games in Sydney (Australia), Salt Lake City, Athens (Greece), and Torino (Italy). As well the company has provided its services domestically to large scale events as the Red Bull Air Races, Republican and Democratic Conventions, The Taste of Lexus National Marketing Tour, NFL Superbowls, and PGA Golf tournaments. They also serve as the exclusive caterers for the Cricket Wireless Amphitheatre.

For more information on the catering and event services provided by Behind The Scenes, please contact (858) 638-1400 or visit the website at www.btscenes.com

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