

Framfab Wins Golden Lion in Cannes

Framfab has been awarded the Golden Lion at the international advertising festival in Cannes for the "Nike Women" web site, designed and developed by the company. Framfab also won a Bronze Lion for its work on Nike Shox. This is the second consecutive year that Framfab has won awards in Cannes - last year, the company took home the Grand Prix Lion for its Nike Football site. Nike has been an important client for Framfab for a long time.

The Nike Women Web site was designed by Framfab's Danish subsidiary. This is the fifth Web site that Framfab has developed for Nike. The Nike Women site is designed especially for women, using an intelligent and self-ironic approach based on the tendency of women to tell little white lies about themselves now and again. *"Nike Women tackles the simple solutions that most women already know to be untenable. We are trying to cut through all the nonsense that women are still being fobbed off with,"* explains Bettina Sherain of Framfab. Framfab's ability to communicate with women in a new, different and liberating manner is an example of the creative skill that the company possesses.

The Nike Shox commission was particularly challenging for Framfab. The site had not only to launch a new shoe model, but also to highlight the fact that the new, innovative Shox technology is the result of 16 years of research and development. *"To create an exciting brand site that also contained all this knowledge, we concentrated very heavily on experiences that communicate what it actually feels like to wear the shoe, and on how the new technology actually works,"* concludes Lars Bastholm of Framfab.

If you would like a closer look, call in at: www.nikewomen.com and www.nikeshox.com

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Framfab is a global Internet professional services company, delivering digital services based on Internet technology. Framfab has offices in Denmark, France, Germany, the Netherlands, Sweden and the UK. Many large global groups work with Framfab, including 3M, AstraZeneca, AXA, Bosch, Carlsberg, Electrolux, France Telecom, the International Red Cross, I K E A, le Groupe Pernod Ricard, Kellogg's, Packard-Bell, Nike Europe, SAAB, SAS, Viag Interkom, Volvo Car Corporation and AB Volvo. Framfab is listed on the Stockholm Exchange's Attract 40 list (ticker FTID). For more information, please visit www.framfab.com

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