

Press release

Stockholm, November 22, 2001

Framfab to create European site for the Coca-Cola Company

The Coca-Cola Company has asked Framfab Denmark to create a website for the launch of Powerade, a new sports beverage, in Europe.

Framfab will develop a brand website for the European launch of this new product. The website will be live at the end of December and will be launched in six countries in four languages. The site will be supporting and expanding an offline campaign created by Wieden + Kennedy in Amsterdam. Framfab Denmark has worked with Wieden + Kennedy on a number of Nike projects in the past.

Framfab is looking forward to this challenging project and to working with the Coca-Cola Company in the future.

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Framfab is a leading supplier of consulting services and business solutions based on Internet technologies. Its customers primarily include large international enterprises such as 3M, AstraZeneca, AXA, Danske Bank, Electrolux, Ericsson, Hydro Texaco, I K E A, Kellogg's, Maersk Sealand, McDonalds, NEC Packard-Bell, Nike Europe, Orange, Philips, Postgirot, Postbank, Quelle Versicherungen, SAAB, Shell, Volvo Car Corporation, Volvo Group and UBS. Framfab operates in Denmark, France, Germany, the Netherlands, Sweden, and the UK. The company is listed on the Stockholm Stock Exchange's Attract 40 list (ticker FTID). For more information go to: www.framfab.com



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