

Press release

Stockholm, October 13, 2003

Launch of a new material – Framfab takes on another challenge

W.L. Gore & Associates Europe (the company that came up with GORE-TEX®) has commissioned Framfab Göteborg to develop a website for the introduction of WINDSTOPPER® Soft Shell, its new material. The Internet represents a key marketing channel for the launch. The website will today be rolled out in six different languages.

How do you describe a totally new clothing material and its properties for millions of European consumers – with only a computer screen to get your message across? Framfab has responded to that challenge by developing an informative website for Gore.

Jerker Lindstén, Regional Director of Framfab Göteborg, says, "This is a good example of what we call 'digital brand experiences.' In other words, experience is at the heart of the knowledge and content that is to be communicated. The assignment from Gore, which is a prestigious project for Framfab, serves as additional confirmation that we have won the unwavering confidence of big brand name clients."

The purpose of the website is to clearly illustrate that WINDSTOPPER® Soft Shell combines a number of characteristics that previously required several different garments: the material breathes, while being windproof, water-resistant, water-repellent, durable, soft and stretchable.

David Ekander, Internet Manager of Gore Scandinavia, says, "The Internet is a natural marketing channel for us to reach out to our target group of young, inquisitive outdoor people. We chose Framfab because of its previous success with highly complex assignments. Framfab is capable of developing a website that will be easy to adapt for launch in several different countries."

You may visit the campaign site at www.windstopper.com/softshell

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Framfab is a leading provider of consulting services and business solutions based on Internet technology. Most of Framfab's customers are big international companies, including 3M, AXA, the Coca-Cola Company, Danske Bank, Ericsson, Hydro Texaco, IKEA, Kellogg's, NEC Packard-Bell, Nike, Observer, Postbank, SAAB, Volvo Car Corporation and UBS. Framfab operates in Denmark, Germany, the Netherlands, Sweden and Switzerland. The company is quoted on the O list of the Stockholm Stock Exchange (ticker symbol FRAM). For more information, please visit www.framfab.com.

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