



Press release

Stockholm, 7 November 2006

LBI agency Framfab Denmark wins gold in London

For the 6th year in a row, the LBI agency Framfab Denmark won gold at the London International Advertising Awards, when the agency brought home an award in the category Sports Websites yesterday evening.

This year the LBI agency Framfab had five short listings in three categories, however, it was the world's longest user-generated football video, The Chain, that took home the award. The film was created out of contributions from the users which were edited together. Consequently, The Chain is an exhibition of football tricks from all corners of the world, where one user passes the ball to the next. The Chain was created for Nike.

There was another nomination for the LBI agency Framfab in the same category for Nike Rockstar Workout SOL. Moreover, Framfab was nominated in the category Online Film for The Chain and R10 Crossbar.

Last but not least, Framfab's new Corporate Visual Identity "It's always personal" was nominated in the design category Corporate Identity.

See The Chain:

<http://nikefootball.nike.com/nikefootball/siteshell/index.jsp#;en,o;chainmix>

For further information, please contact:

Robert Pickering, CEO, LBI International AB
+31 20 460 45 00, robert.pickering@lbi.com

Jesper Andersen, EVP, LBI International AB and Managing Director for Framfab in Scandinavia
+45 3916 2929, jesper.andersen@framfab.com

Lars Cortsen, Creative Director, Framfab Denmark
+45 3916 2929, lars.cortsen@framfab.com

Tobias Bülow, Group Communications Manager, LBI International AB
+46 709 41 22 58, tobias.bulow@framfab.com

LBI International AB (publ.)

Krukmakargatan 37a
118 51 Stockholm
P.O. Box 38078
SE-100 64 Stockholm
Sweden

Phone +46-8-4100 1000
Fax +46-8-411 6595
www.lbi.com

Registered in Sweden
Corp. ID: 556528-6886

Dutch/Swedish LBI, active since 1993, is the leading European full service digital agency network, servicing clients with marketing and technology solutions. The Company employs over 1,200 professionals located primarily in the major European and American business centres, such as Amsterdam, Berlin, Brussels, Copenhagen, London, Madrid, Milan, Munich, New York and Stockholm. Through multidisciplinary teams, LBI creates innovative multi-channel solutions for its national and international corporate clients by uniquely combining strategy development and creative design with specific industry expertise and latest digital technology. LBI was formed by the merger of LB Icon and Framfab in August 2006 and is listed on Euronext in Amsterdam as well as on OMX in Stockholm (symbol: LBI).