

Press Release

Stockholm, October 30, 2002

Carlsberg Breweries pick Framfab to create global brand site

After a global agency review Carlsberg Breweries have chosen Framfab Denmark to develop the next generation of their global brand site, part of Carlsberg.com.

In the initial stages, Framfab will be a sparring partner in the development of Carlsberg Breweries' future brand site strategy, based on which a new global site will launch in early 2003.

Alex Myers, Group Vice President, Carlsberg Breweries: *"We chose Framfab because of their holistic approach to digital communication: They're strong on both strategy and execution, and they've shown a good understanding of the very complex task of handling an international brand, with different market situations, online. And the challenge only increases because the Carlsberg brand is currently undergoing a global repositioning. Finally, it's a challenge for a brand like Carlsberg to become a relevant online destination – a challenge faced by all fast moving consumer goods, and one that Framfab has some very exciting ideas about how to meet!"*

Of course, Framfab are very pleased and very proud to partner with Carlsberg Breweries on the brand part of Carlsberg.com.

Jesper Andersen, CEO Framfab Denmark, says: *"Carlsberg is a strong, international brand, and we're looking forward to use our experience in digital branding to enhance their online marketing. We will assist Carlsberg Breweries in every step of the process, from strategy to implementation, like we do with all our clients. I truly believe that Carlsberg Breweries' wishes and our competences are a perfect match."*

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