

## Press release

Stockholm, May 3, 2004

# Framfab launches new Sprite site

**A website about a movie starring a very big hamster, a dog and a bunch of mini-humans. What on Earth is it all about? Don't worry, it's just the new Scandinavian Sprite site!**

The new Sprite website and the accompanying TVC takes place in a rather unusual universe where the roles of humans and pets have been reversed.

The website was created as a spoof of traditional film sites, and contains most of the elements that you'd expect to find on a site for a big Hollywood production, e.g. interviews with the stars (hamster, dog, mini-humans), deleted scenes (check out the ninja attack sequence) and more. Should you feel the urge to compose a wonderful tune, the very small band The Pet Sounds are at your beck and call.

Philip Philipson, Nordic eMarketing Manager at the Coca-Cola Company, says:  
*"We have successfully worked with Framfab Denmark before on the European launch of Powerade. For the new Sprite site we contracted them again to build a fun and different online experience. Framfab has been really good at getting what they needed from the offline shoot and have created a unique and involving online experience that takes you deeper into the strange universe of the TVC. And they did it on a really scary deadline."*

Stockholm  
Sweden

Check out the site here: [www.theinstinct.com](http://www.theinstinct.com)

For additional information, please contact:

**Lars Bastholm**, Creative Director, Framfab Denmark  
+45 24 24 82 65, [lars.bastholm@framfab.dk](mailto:lars.bastholm@framfab.dk)

**Mikaela Remvig**, Key Account manager, Framfab Denmark  
+45 39 16 29 29, [mikaela.remvig@framfab.dk](mailto:mikaela.remvig@framfab.dk)

**Tobias Bülow**, Group Communications Manager, Framfab AB  
+46 709 41 22 58, [tobias.bulow@framfab.se](mailto:tobias.bulow@framfab.se)

Framfab is a leading European communications specialist in digital media and interactive solutions based on Internet technology. Most of Framfab's customers are large international companies, including 3M, American Express, AXA, Carlsberg Breweries, Cheltenham and Gloucester Building Society, the Coca-Cola Company, Danske Bank, DuPont, Ericsson, Hydro Texaco, Kellogg's, Kraft Food International, Lloyds TSB, Nike, Nobel Biocare, Observer, Philip Morris International, Philips, Postbank, SAAB, Sara Lee Douwe Egberts, Vodafone, Volvo Car Corporation, Volvo Group and UBS. Framfab operates in Denmark, Germany, the Netherlands, Switzerland, Sweden and the United Kingdom. The company is quoted on the O list of the Stockholm Stock Exchange (ticker symbol FRAM). For additional information, see [www.framfab.com](http://www.framfab.com)



Framfab AB (publ)  
Krukmakargatan 37A  
Box 38078  
SE – 100 64 Stockholm  
Sweden  
Phone: +46 8 41 00 10 00  
Fax: +46 8 411 65 95  
Registered Office:  
Stockholm  
Corporate Identity No.:  
556528 6886  
[www.framfab.com](http://www.framfab.com)