

Press release

Stockholm, May 18, 2004

E-commerce site pays off for Framfab

Yesterday, Framfab Denmark won a Gold Clio at the Clio Awards for the European Nike iD e-commerce site. Last week, the site also received a Silver pencil at the One Show Interactive awards.

This marks the first time that Framfab Denmark's successful cooperation with Nike Europe leads to international awards in the e-commerce category.

"Many e-commerce sites forget that the brand should shine all the way up to the closing of the sale. We believe that branding and business are not mutually exclusive, but should be integrated components of an effective e-commerce solution. We think the Nike iD site reflects this thinking very well. We're very happy that the international juries of both Clio and One Show seem to agree with us," says Lars Bastholm, creative director, Framfab Denmark.

The Nike iD site allows you to customize a wide range of Nike products, including shoes, bags and watches. Not only can you decide on the different colors, you also get to sign your name (or any other tag you go by) onto the product to make it even more personal. Some products can even be built to your specific performance needs.

Visit the site here: www.nikeid.com/europe

The collaboration between Nike and Framfab has garnered a large number of international awards over the last five years, including three Grand Prix in Cannes Lions and numerous Clio, One Show, Epica and London International Advertising awards.

The Clio Awards and The One Show are two of the world's most prestigious advertising awards. Visit the Clios at www.clioawards.com and the One Show at www.oneclub.com.

For additional information, please contact:

Lars Bastholm, Creative Director, Framfab Denmark
+45 24 24 82 65, lars.bastholm@framfab.dk

Jesper Andersen, Managing Director, Framfab Denmark
+45 39 16 29 29, jesper.andersen@framfab.dk

Tobias Bülow, Group Communications Manager, Framfab AB
+46 709 41 22 58, 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, the Coca-Cola Company, Danske Bank, DuPont, Ericsson, Hydro Texaco, Kellogg's, Kraft Food International, Lloyds TSB, Nike, Nobel Biocare, Philip Morris International, Philips, Postbank, SAAB, Sara Lee Douwe Egberts, Swedish Match, 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 Stockholmsbörsen (ticker symbol FRAM). For additional information, see www.framfab.com

Stockholm
Sweden



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