



## Press release

Stockholm/Amsterdam, 2 October 2006

### LBI wins silver at the European PMC Awards

**The online campaign Chatman, which the interactive agency Lost Boys - the Dutch subsidiary in the LBI network - created for the telecom company KPN, has won silver at the PMC Awards. The EACA PMC European Awards rewards Europe's best Promotional Marketing campaigns.**

Chatman is a complete mobile wacko, always online and able to communicate. It was the big Dutch telecom company KPN that wanted to stimulate the use of their mobile browser i-mode by offering MSN Messenger on their mobiles. To promote this service Lost Boys created the Hi Bla Bla campaign with Chatman as the main character. It resulted in that over 700,000 people added Chatman as a buddy to communicate with when he took over msn.nl for a day.

Meet Chatman your self (in Dutch) on: [www.chatman.tv](http://www.chatman.tv)

Chatman, that earlier won a gold at the Esprix Awards, the Dutch prize for the best promotional marketing and work, this time got nominated in the category IT, Technology and Telecoms for the PMC awards. Campaigns were judged by the criteria: creativity in communication and media use, innovation, relevancy of the offer in view of the market situation/circumstances as well as results.

Visit the EACA PMC European Awards:  
[www.eaca.be/content.asp?content=pmc\\_awards\\_new](http://www.eaca.be/content.asp?content=pmc_awards_new)

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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 the Stockholm Stock Exchange (symbol: LBI).

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