

## PRESS RELEASE

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### LBI agency Framfab Denmark scores Hat Trick with EPICA gold win

The football video "The Chain", created for Nike, scores hat trick when announced the winner of the third golden award this year at one of the most prestigious award shows. This time it's from the European advertisement journalists' award show – EPICA – that the LBI agency Framfab Denmark wins gold.

Earlier this year "The Chain" won a Gold Lion in Cannes and gold at London International Advertising Awards. Together with the today's win in the Online Film category Framfab Denmark scores a hard beaten hat trick with "The Chain" when it comes to prestigious gold wins in one year. By its popularity among users together with today's hat trick "The Chain" has made it as one of the most creative and popular online initiatives 2006.

"The Chain" is probably the world's longest football video, and it is still growing day by day. The film is created by contributions from users where one user passes on the ball to the next one. In that way "The Chain" has become an exhibition of football tricks from all corners of the world.

The award show ceremony will take place in Stockholm on 26 January 2007.

See The Chain:

<http://nikefootball.nike.com/nikefootball/siteshell/index.jsp#en,0;chainmix>

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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 OMX Nordic in Stockholm (symbol: LBI).