

PRESS RELEASE

Stockholm/Amsterdam, 11 December 2006

Framfab Denmark, an LBI agency, wins a Eurobest Grand Prix

Developed for Nike Football, "The Chain" has won another of the industry's most prestigious awards. Earlier this year, Framfab Denmark received Gold awards from EPICA, LIAA and Cannes. Now it has ended the year on a strong note by winning a Eurobest Grand Prix in the Interactive category.

According to the jury, "The Chain was a single work that really stood out and a simple idea where the visitor interacts with the brand."

Probably the longest football film in the world, "The Chain" was created by splicing together contributions by various users such that the ball is passed from one to the other. The result is a demonstration of ingenious football techniques from every corner of the globe.

See "The Chain" for yourself at
<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 centers, such as Amsterdam, Berlin, Brussels, Copenhagen, London, Madrid, Milan, Munich, New York and Stockholm. Through multidisciplinary teams, LBI creates innova-

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tive 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).