

PRESS RELEASE

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LBI acquires Starring and establishes its market leadership in Stockholm

LBI International AB ("LBI"), the leading international full service digital agency network, has acquired Starring, a leading interactive advertising agency in Stockholm. The combination of Starring together with LBI's local operation establishes the LBI agency network as market leader in Stockholm.

The combination of Starring and the business of the LBI agency Framfab Stockholm create the market leader in Stockholm for digital marketing and communication solutions. Starring's CEO Petra Stenqvist will continue to run the combined entity, under the existing Starring brand, as part of the LBI agency Framfab in Sweden. The acquisition will be earnings accretive to the company. LBI will make an initial payment, in cash to be followed by subsequent payments based on an agreed earn-out.

Jesper Andersen, LBI EVP and Managing Director for Framfab in Scandinavia says, "We are extremely pleased to add Starring to our international network. Their high quality work, competent people and strong client relationships complement our existing capabilities in Stockholm very well."

The interactive advertising agency Starring, active since 1996 and with 32 employees, has developed over 200 websites and over 500 campaigns. Starring works with clients such as Allers, Björn Borg, Lindex, Svenska Spel, Swedbank, Trygg Hansa and Vasakronan. The 2006 revenue is expected to exceed SEK 40 million.

Petra Stenqvist, CEO of Starring says, "The new combination will give us the opportunity to better serve our market with the broadened services and experience LBI brings. The combination will also strengthen our position when it comes to develop more business. Starring will also in the future continue to develop and sharpen its position as trend setter when it comes to interactive communications in Stockholm."

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About LBi:

LBi is the leading international 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 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).

About Starring:

Starring, active since 1996, is a leading interactive advertising agency with 32 employees located in Stockholm, Sweden. During its lifetime the Company has won several awards, for example The Golden egg and the Cannes Lions, London International Advertising Award, The One Show, Eurobest and Summit Creative Award. Starring's vision is to develop sites and campaigns that sets the standard for the market. Through teams of specialists in interactive communication, Starring creates innovative websites and campaigns for its national and international clients by combining strategy, activity communication and creative design. Starring was formed by the merger of Moonwalk Digital Relations and Stockholm New Media in 1999. In 2004 the Company became Starring.