

Pressrelease
October 3, 2000

Framfab unveils a brand new nikefootball.com

Framfab and Nike have just gone live with the next stage of the award winning website,
www.nikefootball.com.

The site promises to be every bit as successful as it's earlier incarnation, which won the coveted Cyber Lion Grand Prix award for Framfab and Nike, and has so far attracted more than 2 million unique visitors. Featuring talented young players from Amsterdam, Milan and London, the new site lets users watch videos of their moves and vote on their favourites, as well as submit their own videos to be viewed and voted on.

"We have a lot to live up to after the success of the last phase of nikefootball.com, but we feel confident that European football fans will want to engage with this new Nike experience" says Framfab's Regional Creative Director Lars Bastholm. "We look forward to hearing from all the undiscovered football talent all over Europe", he continues.

Nikefootball is planning to take the concept global by featuring young talent from all over the world. Unlike other football sites, nikefootball.com features music and videos to convey the experience of football as it's played in the streets and neighbourhoods of the world. Also featured on the site will be a series of player presentations and live web chats with the sports' premier players. Featured this month is Roberto Carlos, with more to come in the months ahead.

The site has been produced out of the Framfab office in Copenhagen, and has been launched in Dutch, English, French, German, Italian, Portuguese and Spanish.

For more information please contact:

Lars Bastholm, Regional Creative Director Framfab
lb@framfab.dk

+45 39 16 29 53

Ola Kallemur, Press Relations Manager Framfab +46709 41 21 11 ola.kallemur@framfab.se

Framfab's business concept is to create new business for the network economy through strategic advice and digital services. Framfab has 2 570 employees in 59 offices in Denmark, Bulgaria, France, Italy, the Netherlands, Norway, Great Britain, Sweden, Germany and USA. Our clients include 3M, AstraZeneca, AXA, Bosch, Electrolux, Ericsson, Expressen, France Telecom, IKEA, International Red Cross, le

Stockholm
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Framtidsfabriken AB(publ)

Kungsgatan 27, Box 5494
SE-114 84 Stockholm
Sverige

Telefon: +46 8 545 258 00
Fax: +46 8 20 28 08

Registered Office:
Stockholm

Corporate Identity No.:
556528 6886
www.framfab.com

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