

Pressrelease
November 27, 2000

Framfab & Nike launch North American web site for Nike's newest offering, Nike Shox.

The global introduction of Nike Shox, Nike's newest and most technologically advanced shoe, got underway last week with the launch of the Nike Shox web site in the United States and Canada.

The launch is particularly significant as it marks the first time in the history of the Nike/Framfab alliance that Framfab has been strategically and creatively responsible for a web site intended specifically for the North American continent.

"Creating this web site has been a challenging job because we wanted it to live up to the revolutionary technology of the shoe. We have tried to convey the singular nature of the engineering and design of Nike Shox and give the user a taste of the unique sensation delivered by these shoes" says Framfab's Creative Director Lars Bastholm.

The website is an integral part of a global advertising campaign that kicks off in the U.S. and Canada today, and moves into Europe, Asia and the rest of the world early next year. The site allows users to learn about the technology of Nike Shox and includes areas where the user can get a simulated experience of what it will be like to wear a "foot rocket". Several of the world's top athletes are featured offering their opinions of Nike Shox.

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Nike Shox are the result of 16 years of research and development by the engineers at the Nike Sports and Research Lab in Oregon.

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Framfab is global Internet consulting company whose mission is to create new business for the network economy with the help of strategic counseling and digital services. Internet consulting operations are supported by Framfab Boosters, Framfab Software and Framfab Labs. Framfab runs operations in Austria, Bulgaria, Denmark, France, Italy, the Netherlands, Norway, Switzerland, Spain, UK, Sweden, Germany and the US. Framfab's customers include 3M, AstraZeneca, AXA, Danske Bank, Electrolux, Ericsson, Expressen, le Groupe Pernod Ricard, IKEA, JP Morgan, Nike Europe, Packard Bell, SAAB, Vattenfall, Volvo Car Corporation and the Volvo Group. Framfab is listed on the OM Stockholm Exchange's Attract 40 List (ticker FTID).