

## PRESS RELEASE

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### **No 1 Marketing and Technology agency LBi scoops Best B2B at the Revolution awards**

LBi has won Best B2B campaign at the prestigious Revolution Awards for Generation Green and the eco rangers game. Judges who comprised of senior staff from agency and client side said that the campaign was a "clever initiative to get schools and children engaged with British Gas in a subtle way while educating them on environmental issues in a fun, interactive and playful manner." The campaign has been successful - more than 8000 schools (35%) have registered with Generation Green to date and teachers have downloaded more than 13,000 lesson plans and hosted more than 750 'green' assemblies. This means that 3,168,515 children across the UK were potentially impacted by the programme. The popularity of the Green lesson plans with teachers has resulted in British Gas providing over 303,000 hours of learning in UK schools.

British gas wanted to convince schools it is committed to the environment. During the summer of 2008, schools and their pupils were asked to take part in the campaign with the promise of a reward at the end of the summer term.

Using good versus evil, LBi released a series of five online games over a ten week period to teach the kids about the environment. The thinking behind the campaign was that children use the internet to try out new things before putting them into practice in the real world. LBi created a fictitious world in which 'Baron Fossilosis' had turned human beings into 'Mindless wasters'. Led by Professor Green the aim of the project was to save the planet.

Global Chief Creative Officer Chris Clarke is proud of the work. "The Generation Green work is close to our hearts at LBi. It's great to be involved in educating kids on such an important issue and it's even more enjoyable proving that creativity and technology provide the most powerful way of doing that, especially if you believe as we do, that it's creativity and technology which will ultimately resolve the climate issue".

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Page 2/2

**About LBi:**

LBi is a global digital marketing and technology agency, blending insight, creativity and expertise to solve business problems. The largest genuinely full service agency of its kind in Europe, LBi provides the full range of digital capabilities, including digital strategy, branded content, service design, media, CRM, technology, managed hosting and support services. The Company employs over 1,600 professionals located primarily in the major European, American and Asian business centers; such as Amsterdam, Atlanta, Berlin, Brussels, London, Milan, Mumbai, New York, Paris and Stockholm. LBi is listed on Nasdaq OMX in Stockholm and NYSE Euronext in Amsterdam (symbol: LBI).

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