

## PRESS RELEASE

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### **LBi, EUROPE'S LARGEST DIGITAL MARKETING AGENCY, LAUNCHES ONLINE PR DIVISION**

#### ***Roll-out completes move to delivery of complete digital media service***

LBi, Europe's largest digital marketing agency, has unveiled a specialist digital PR division. The launch of the in-house department is the final step in LBi's move towards the delivery of a full-service digital media offering.

Based in the company's new Brick Lane headquarters in London, LBi Digital PR will work across all online media outlets, devising stand-alone campaigns and working to complement digital marketing activity run by LBi.

Jill Lloyd, former UK PR Manager for Yahoo!, has been appointed to head the new division, which sits within the existing LBi media team directed by LBi's global Media Director, Caroline McGukian. Initial clients include the Starwood Hotel Group, the British Red Cross, and Volkswagen and a number of major retail brands.

The service also integrates the Search PR offering currently provided by SEO specialist LBi Netrank. This includes several proprietary tools developed specifically for Search PR activity, such as mapping of target sites, monitoring of online reputation and brand visibility and benchmarking search positioning. LBi acquired Exeter-based Netrank in January 2008. According to Jill Lloyd, LBi PR is looking to overturn the traditional online PR model by bringing together all the company has to offer in order to implement fully-integrated digital campaigns.

"LBi has a vast pool of resources to draw on, from analytics to SEO to media planning, all of which will be integrated with PR to significantly increase our clients' online visibility. It is our belief that a creative yet results-oriented strategy will deliver PR that is more targeted and measurable, as well as having long-term, enduring value."

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**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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