

PRESS RELEASE

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LBi network agencies Syrup New York and Starring Stockholm merge to form international boutique shop

LBi Network agencies Starring Stockholm and Syrup New York have merged to form a new international boutique agency to be known as "Syrup." The new partnership doubles the size of Syrup's existing resources and establishes a European headquarters in Stockholm. Having secured several high-profile accounts recently, this move allows Syrup to address the needs of their existing global client list more efficiently and collaboratively while keeping up with the growing demand for their creative services.

With the merger, Syrup will serve as a new boutique agency under the LBi Network, providing LBi with an opportunity to manage client conflict. While Syrup has gained a strong international reputation in recent years, and considered various scenarios for growth, merging with Starring Stockholm in particular, was a natural choice. Rob Holzer, CEO of Syrup New York explains, "From the beginning, Syrup and Starring noticed similarities in our culture, services and type of clients. We've always had a large number of Swedes in our New York office, so a connection with Starring is great for both cultures."

Fredrik Lundgren, Creative Director at Syrup Stockholm, adds, "While many Swedish agencies establish themselves in New York, we do the opposite. We bring a New York agency to Stockholm. Our similar view on communication shows in Syrup's excellent work on HopeActChange.com for Obama, and our work for Fria Tidningen and hellofra.se."

For LBi, the merger is a strategic response to conflict within its client roster. Luke Taylor, LBi Group CEO, says, "This was an inevitable and easy decision. LBi was increasingly conflicted in a number of key sectors. The combination of Syrup in New York with Starring in Sweden creates an independent boutique agency with a compelling footprint. This gives us more options and greater flexibility as we continue to expand LBi."

Each agency has established a reputation for award-winning creative work, combined with a full-service, integrated approach to media. Clients of Syrup Stockholm and Syrup NYC will now have access to the diverse talent pools in both locations. Jakob Daschek, CCO of Syrup New York, adds, "The talent in Sweden will only strengthen the creative

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work that Syrup is known for.” Petra Stengvist, CEO Syrup Stockholm, says “To have access to Syrup’s entire creative team is truly fantastic. We can’t wait to start working.”

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The two full service agencies, both with strong backgrounds in interactive, are uniquely positioned to offer global brands strategy and creative in the changing media landscape. The Syrup offices aim to become a bridge between Europe, the Americas and everyone on the planet.

Talks are already underway to bring Crawfish eating contests to New York and Hot Dog eating contests to Stockholm.

Download photo of Fredrik Lundgren, Jacob Dasheck, Petra Stenqvist and Robert Holzer at Syrup from link below.

<http://www.syrupnyc.com>
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About LBi:

LBi is a global marketing and technology agency. The Company employs approximately 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 blends the full range of service disciplines to create innovative multichannel solutions for national and international corporate clients. By combining business and media strategy development with creative design, industry expertise and the latest digital communications technology, LBi offers a unique and uniquely valuable proposition. LBi is listed on Nasdaq OMX Nordic in Stockholm and on NYSE Euronext in Amsterdam as (symbol: LBI).

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