

PRESS RELEASE

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PUMA® names LBi agency Syrup as the new global partner for Teamsport

Global integrated ad agency, Syrup, has been named PUMA's® global partner for Teamsport. This new partnership charges Syrup, an LBi agency, with development of strategy, creative direction and campaign creative for all PUMA Teamsport-related business. Particular emphasis will be on PUMA football (soccer), including all PUMA football advertising for the 2010 FIFA World Cup in South Africa. Syrup will also develop the creative for PUMA as part of its recent announcement as official founding partner of Women's Professional Soccer (WPS). Syrup joins Droga5 and ZenithOptimedia on PUMA's agency roster.

"Syrup is the right choice for our Teamsport business," says Antonio Bertone, Chief Marketing Officer for PUMA. "They are emerging as one of the freshest agencies out there. It was important for PUMA to find a shop that offers a global perspective on sport in general and football in particular as we chart a course for the 2010 World Cup."

During this multi-year relationship, Syrup's additional creative duties will cover PUMA rugby, handball, cricket, and other team sports. Syrup will also be responsible for production of creative, which includes television, print, radio, interactive content, and more.

Rob Holzer, Chief Executive Officer of Syrup explains, "Working with the PUMA brand is an absolute honor for us. We were one of the first fully integrated agencies at a time when digital and traditional were completely split. It's great to see the brand world embracing the value of our multi-disciplinary creative, planning and production. For us, the win is a brilliant opportunity to help shape the future of one of our favorite brands."

Jakob Daschek, Chief Creative Officer of Syrup adds, "We grew up watching stars like Maradona and Cruyff playing in PUMA and dreamed of being like them one day. As real football fanatics, this is a perfect account for us to approach the creative from a different angle and bridge the worlds of design and sports with a unique PUMA attitude."

Creative for the PUMA and WPS partnership will be the first to break in spring of 2009.

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About PUMA:

PUMA is one of the world's leading sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Peace, Creativity, and SAFE Sustainability, and by staying true to the values of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. The Black label features collaborations with renowned designers such as Alexander McQueen, Yasuhiro Mihara and Sergio Rossi. The PUMA Group owns the brands PUMA, Tretorn and Hussein Chalayan. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit www.puma.com

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).

www.lbi.com

About Syrup:

At the intersection of the digital world, advertising and brand entertainment, Syrup is a global communications agency headquartered in New York City. Our goal is to create momentum and cultural relevance for brands, organizations, countries and individuals. Syrup has recently been honored with numerous W3, Effie, Davey and FWA awards for their notable work. Syrup is AOR for PUMA Teamsport and DOW XLA, with a client list including GE, Showtime, Hearst Media, L'Oreal, Issey Miyake, COTY Fragrances and Viacom, among others. Syrup is an LBi agency company.