

PRESS RELEASE

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LBi's SYRUP wins 'International people's voice award' at the WEBBY's

LBi Syrups HELLO FRA campaign <http://competition.starring.se/hellofra/> is this years People's voice award winner in Interactive Advertising at the 13th Annual Webby Awards. Hailed as the "Internets highest honour" by the New York Times, 500,000 people vote for their favourite websites, videos and ads. Syrup Stockholm will pick up their award in New York on 8th June and fans will be able to watch the ceremony, including Syrup's 5 word only speech via YouTube.

Hello FRA is the campaign that introduced digital disobedience to the net. In spring 2008, the Swedish government proposed a new law that makes mass-surveillance of e-mail-traffic, sms, phones, etc. possible of Swedes without suspicions of illegal activity. With the campaign Hello FRA, the little independent newspaper Fria Tidningen, gave people the opportunity to sabotage the new law and join the fight. Syrup created a simple standard text that people can put in their e-mails that makes FRA's computerized search programs react. This will make the FRAs digital e-mail filters busy analyzing ordinary e-mails, and will make their million-dollar investment worthless. With a simple mail signature people can spread the word through their daily mail-communication. The text can be changed randomly with different "dangerous" trigger words. Without any media investment the campaign spread instantly from e-mail to e-mail and from blog to blog.

Fredrik Lundgren, Creative Director at Syrup comments: "The beauty of the campaign is that it shows that people wish to be part of the message. A very simple way to use the social functions on the net and give people a tool to express their view".

Jonas Sandström, marketing director at Fria Tidningen says "The first time I got an email with a Hello FRA-signature in my mailbox from an outside contact; I realized the extent of the campaign."

The 13th Annual Webby Awards received nearly 10,000 entries from over 60 countries and all 50 states.

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About LBi:

LBi is a global marketing and technology agency. The Company employs over 1,500 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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