

## PRESS RELEASE

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### **LBi wins Gold, Bronze and “Interactive Agency of the Year 2008” at the Mixx Awards**

LBi, the marketing and technology agency has been named Interactive Agency of the Year 2008 at the Mixx Awards in Belgium. In addition, LBi Belgium also received a Golden Award for the Oufiti campaign (Proximus) in the Product Launch category, and a Bronze Award for the Minibreaks campaign (Thomas Cook Belgium).

The Mixx Awards are a collaboration between the Belgian IAB, the International Advertising Bureau, and Best of Publishing, editor of the Inside Magazine. The Mixx Awards reward digital and interactive campaigns that best achieve their communications objectives, with success criteria based on the balance between creativity and commercial effectiveness.

LBi Belgium CEO Stanislas Van Oost comments: "This is a well-earned reward for a hard year's work. We are delighted that the work LBi Belgium did with Thomas Cook and Proximus have been recognized by our peers in the industry, as well as the excellent results we achieved commercially with our clients. To be awarded Agency of the Year is a fabulous tribute to the whole team. 2008 has been the year that we really started to believe in and deliver on the massive potential of the business, and this affirms our belief that we are beginning to achieve something very special here."

<http://www.lbigroup.be/work/proximus/oufti.aspx>  
[www.minibreaks.be](http://www.minibreaks.be)

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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 na-

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tional 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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