

## PRESS RELEASE

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### **LBi NY Redesigns the Rules with DOW XLA campaign**

LBi Syrup, New York, has recently launched a major campaign for DOW XLA™ that spans print, film, web, identity and experiential marketing. The corporate website along with the Redesign the Rules brand campaign site were launched earlier this fall and have received positive coverage in the fashion press.

The campaign print advertisements are running in WWD (Womens Wear Daily), DNR, and other trade publications in the US. A short movie, now running on the campaign website, will be rolled out across Europe and Asia over the next month and LBi Syrup are also designing experiences for DOW XLA's trade shows and live events.

XLA™ is a premium brand of stretch fiber that allows fashion designers to create without limitations while maintaining the reliability of the base fabric. The new fiber is enabling retailers to offer high performance clothing for everyday life. Already brands like Hugo Boss, Citizens of Humanity, Brooks Brothers, and Kenneth Cole are imagining innovative new lines with the fiber. The idea behind the campaign was to show how XLA™ lets designers break many of the rules and conventions of fashion.

Robert Holzer, LBi Syrup NY, CEO comments: "The campaign is a great example of LBi's ability to execute across media and provide true AOR Integrated brand and advertising full service - online and offline - to our clients."

The Redesign the Rules campaign site and the brand site can be viewed at:

[www.redesigntherules.com](http://www.redesigntherules.com)  
[www.dowxla.com](http://www.dowxla.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 Euronext in Amsterdam as (symbol: LBI).

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