

## PRESS RELEASE

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### **LBi sponsors PICNIC 08**

LBi, the global marketing and technology agency, is proud to be sponsoring PICNIC 08 in Amsterdam.

From 24 to 26 September 2008, thousands of creative minds from all over the world will converge in Amsterdam for the third PICNIC. The event brings together and disseminates the ideas and knowledge of the world's best creators and innovators, through a top-class conference, a broad selection of seminars, a series of hands-on workshops and many other events. In addition, The PICNIC Green Challenge offers a 500,000 Euro award for best green initiative in the field of lifestyle, design, mobility and communications technology.

This year, the theme of PICNIC is 'Collaborative Creativity'. In culture, commerce, science, media and technology, the worldwide trend, massively enabled by the advent of digital communications networks, is towards individuals and communities finding new ways to work together. New connections between businesses and customers, agencies and clients, financiers and artists, friends, families and millions of other like-minded groups of Internet users have led to new forms of creativity and innovation. PICNIC brings together entrepreneurs, investors, creators, scientists, and many other industry leaders and practitioners, to discuss and describe the future, then to create it. This year's top notch speakers include internationally renowned ethnographer Genevieve Bell, innovation authority Charles Leadbeater, Dopplr founder Matt Jones, and Clay Shirky, leading Internet thinker and author of bestseller *Here Comes Everybody*.

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**About LBi:**

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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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