

PRESS RELEASE

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LBi wins Mitsubishi Motors Europe campaign

LBi International AB ("LBi"), the global marketing and technology agency, has won the pitch to develop a pan-European awareness and activation campaign for Mitsubishi Motors Europe. The pitch was won by LBi Netherlands and the campaign will be rolled out in over 30 countries beginning in Q4 2008.

The objectives of the campaign are to build the Mitsubishi Motors brand name in the European market and to drive accountable leads to Mitsubishi Motors showrooms through online campaign and site activity.

LBi Netherlands was selected for the campaign development project on the basis of its broad online expertise and its demonstrable international experience and capability through the wider LBi Group.

Igor Milder, CEO LBi Netherlands: "We are extremely pleased that we were chosen for this task. The international character of the campaign and the skills required to deliver it are a perfect fit with our organisational capabilities and the services we offer. Our teams can't wait to get cracking!"

For further information please contact:

Igor Milder, CEO, LBi Netherlands

+31 20 460 4500, igor.milder@lbi.lostboys.nl

Eva Ottosson, Group Communications Manager, LBi International AB

+46 709 41 21 40, eva.ottosson@lbi.com

About Mitsubishi Motors Europe

An offspring of the vast and mighty Mitsubishi group of companies first started by Yatoro Iwazaki in 1870, today's Mitsubishi Motors Corporation is one of the oldest Japanese car manufacturers (Model-A in 1917) as well as one of the most innovative (from the 1936 PX33 - Japan's first 4-wheel drive vehicle, to the 2009 i-MiEV - the first full-fledged "mainstream" electric car in the market).

Today, Mitsubishi Motors is a successful mid-size global operator (1,400,000 cars a year in average). Mitsubishi Motors Corporation has manufacturing facilities in over 30 countries, and its

Eva Ottosson

Group Communications Manager

e-mail eva.ottosson@lbi.com

direct +46 · 8 · 41 00 10 40

mobile +46 · 709 · 41 21 40

fax +46 · 8 · 411 65 95

LBi International AB (publ.)

Kungsgatan 6
SE-111 43 Stockholm
Sweden

phone +46 · 8 · 41 00 10 00

fax +46 · 8 · 411 65 95

p/a Joop Geesinkweg 209
1096 AV Amsterdam
PO Box 94829
1090 GV Amsterdam
The Netherlands

phone +31 · 20 · 460 45 00

fax +31 · 20 · 460 45 02

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sales and after-sales organization serves more than 170 countries. In 2002, Mitsubishi Motors Europe (MME) was founded specifically to coordinate sales and after-sales in Europe.

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Mitsubishi Motors sets as its ideal the synergy between dynamic and environmental performance, and will continue to develop technologies – such as the zero-emission i-MiEV electric vehicle – that show as much care and pleasure for the environment outside as for the occupants within.

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 OMX Nordic in Stockholm and Euronext in Amsterdam as (symbol: LBi).

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