

PRESS RELEASE

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LBi Syrup wins gold at the Effie Awards

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LBI International AB ("LBI"), the global marketing and technology agency, is a winner at this year's Effie Awards. LBi Syrup in New York was awarded the Gold in the new "Green" Effie category, set up to honor the most effective eco-marketing campaigns, for their work supporting GE's ecomagination campaign. The work was a combined effort developed alongside GE's other agency partners BBDO, Stinson Partners and OMD and was a finalist for the Grand Effie award as well.

Syrup designed and built the GE ecomagination site. The GE ecomagination site uses film as the main component for delivering a number of product showcases - powerful stories created and produced by LBi Syrup and narrated by actor Kevin Kline. Syrup worked side-by-side with GE's marketing and product teams around the world to hand-pick the products that would best demonstrate the power of ecomagination; a desalination facility in Algiers, Algeria where a plant will convert sea water to drinking water for over 1 million people; a vineyard in Napa, California that uses solar panels to power nearly 100% of their energy needs; Arklow, Ireland, where a 7-turbine GE off-shore wind farm powers 16,000 Irish homes; and GE's Evolution Series locomotive, which lowers emissions while conserving energy. The stories are told vividly in the web film series along with additional expansive content on each subject presented in the interactive online experience.

LBi agency Icon Nicholson in New York Valspar was also awarded at the Effies, their work for Valspar won bronze in the New Products Category.

The Effie Awards honor the most significant achievement in the business of marketing communications: ideas that work. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the EURO Effie, Effie Asia Pacific (Effie APAC) and more than 35 national Effie programs.

View the films and visit the Effies at:

<http://ge.ecomagination.com/site/index.html#showcase>
www.effie.org

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About LBi:

LBi is the global marketing and technology agency. The Company employs approximately 1,500 professionals located primarily in major European, American and Asian business centers including Amsterdam, Atlanta, Berlin, Brussels, Stockholm, London, Milan, New York and Mumbai. LBi blends the full range of service disciplines to create innovative multichannel solutions for national and international clients. By combining business and media strategy development with creative design, industry expertise and the latest digital communications technologies, LBi offers a unique, and uniquely valuable proposition. LBi is listed on Nasdaq OMX Nordic in Stockholm and Euronext in Amsterdam as (symbol: LBI).