

PRESS RELEASE

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LBi receives USD 7.5 million for Atos Origin Middle East stake

LBi International AB ("LBi"), the leading international full service digital agency network, has received a payment of USD 7.5 million for its 10,000 shares representing an 8.1% stake in Atos Origin Middle East (AOME). This payment is resulting from the sale of AOME to Hewlett Packard (HP). LBi acquired its 8.1% stake in AOME when it sold the Escador Germany business in August 2006. At the time of the sale, LBi received AOME shares.

The cash proceeds from the sale of LBi's stake will significantly enhance LBi's cash position. Together with its existing arranged debt facility, LBi will use the cash and debt to complete its targeted acquisitions. LBi negotiated with AOME management and HP to receive a full cash payment for its stake eliminating any future risk of liabilities. LBi will continue to partner and work closely with AOME management and staff on future opportunities in the region.

The full details of the transaction will be reported in LBi's fourth quarter and end-of-year report to be issued in February 2008. The effect of this sale and the receipt of cash for LBi's stake will result in an extraordinary downward adjustment of approximately EUR 1.1 million to the reported net income but will have no impact to reporting operating income or EBIT. This adjustment is due partly to US dollar currency devaluation and a (non-cash) discount on the sale proceeds relative to overall book value.

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About LBi:

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LBi is the leading international full service digital agency network, servicing clients with marketing and technology solutions. The Company employs approx. 1,400 professionals located primarily in the major European and American business centers, such as Amsterdam, Berlin, Brussels, Copenhagen, London, Madrid, Milan, Mumbai, Munich, New York and Stockholm. Through interdisciplinary teams, LBi creates innovative multi-channel solutions for its national and international corporate clients by uniquely combining strategy development and creative design with specific industry expertise and latest digital technology. LBi was formed by the merger of LB Icon and Framfab in August 2006 and is listed on Euronext in Amsterdam as well as on the OMX Nordic Midcap segment in Stockholm (symbol: LBi).