

## PRESS RELEASE

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### **LBi acquires Creative Digital Group in the US**

LBI International AB ("LBI"), the leading international full service digital agency network, announces that it has acquired Creative Digital Group LLC ("CDG") which is located in Atlanta, Georgia in the United States. CDG, with sales of \$10 million and 35 employees, is an interactive agency specializing in the strategic development and creative execution of online advertising and rich media campaigns. This full service digital agency will complement LBI's existing operations in New York City. While terms of the transaction will not be disclosed, the acquisition is highly earnings accretive to LBI and subject to an earn-out.

LBI CEO Robert Pickering states: "The acquisition of CDG is a key addition to our service offering in the US and in Europe. We will be better positioned to extend our full service offering to existing US and European based clients. We look forward to the contribution by CDG in growing our business in the US".

CDG CEO Joe Schab stated: "We wanted to be part of a world class international interactive agency and LBI was a perfect choice for us. We look forward to extending our services to LBI's client base but to also pursue other opportunities with new clients in the US now that we have the backing of the LBI network".

US Corporate Ventures Group advised LBI and DecisionPoint International advised CDG on this transaction.

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**About LBi:**

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 OMX Nordic in Stockholm (symbol: LBI).

**About CDG:**

Creative Digital Group is an interactive agency that has expertise in online video advertising, email marketing, lead generation, and branding. From usability research and ultra rich media campaigns, to complex ecommerce and data driven interface design, CDG uses emerging technologies to develop interactive experiences that build successful brands and dynamic relationships. CDG designs, develops and implements scalable interactive solutions across many digital channels including websites, social networks, kiosks, digital signage, mobile, and rich media platforms. CDG is honored to work with many of the largest brands in the world, including The Home Depot, United Parcel Service, Blockbuster, The Coca-Cola Company, Turner, CNN and Chick-fil-A to name just a few. For more information about Creative Digital Group and interactive media visit [www.creativedigitalgroup.com](http://www.creativedigitalgroup.com).