

## PRESS RELEASE

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### **LBi agency Syrup launches HopeActChange.com**

LBI International AB ("LBI"), the leading international full service digital agency, has launched HopeActChange.com - a site that allows users to express their support for change by submitting their own photographs to a collective video mosaic.

Inspired by Barack Obama's vision of change and collective action, LBi agency Syrup was brought into the project by will.i.am and Jesse Dylan and Mike Jurkovic, the filmmakers behind the video. They challenged Syrup to build a site that would allow anyone to join in to momentum that had sparked around will.i.am's "YesWeCanSong".

"This is an incredible project and I'm proud of my team who were able to create something moving and ground-breaking - in less than two weeks." says Robert Holzer, CEO of Syrup. "The site will grow and evolve, building on the concepts of collective intelligence and the power of online collaborative ideas which is something that we have been exploring at every level of our work with our clients. This site gives us the platform to express these ideas on a national and even international level."

Integrating user-generated content into the fabric of the "Yes We Can" music video, Syrup created an interactive video experience that visualizes the way the individual can bring about change through support of Barack Obama. By uploading their photos with name and location into the music video, or tagging their Flickr photos with "hopeactchange", supporters all over America are able to literally become thumbnail pieces of "Yes We Can."

The "Yes We Can" mosaic is just the first of many visualizations Syrup hopes to add to the site - in the coming weeks and months, video upload, additional artist contributions, more videos and music from will.i.am and an open api to create other mosaics will become available.

Syrup worked closely with will.i.am, and Jesse Dylan and Mike Jurkovic, the filmmakers behind the video. The hosting of the site was generously donated by (mt) Media Temple ([www.mediatemple.net](http://www.mediatemple.net)).

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Page 2/2

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+46 709 41 21 40, [eva.ottosson@lbi.com](mailto:eva.ottosson@lbi.com)**About LBI:**

LBI is the leading international full service digital agency, servicing clients with marketing and technology solutions. The Company employs approx. 1,500 professionals located primarily in the major European and American business centers, such as Amsterdam, Atlanta, Berlin, Brussels, Copenhagen, London, Madrid, Milan, Mumbai, Munich, New York, Paris 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 is listed on Euronext in Amsterdam as well as on the OMX Nordic Midcap segment in Stockholm (symbol: LBI).