

PRESS RELEASE

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LBi Starring wins Webby Award

LBI International AB ("LBI"), the global marketing and technology agency, is a winner at this year's Webby Awards. LBi Starring in Stockholm triumphed in the Insurance category with the "Your Own World" campaign on behalf of Swedish insurance company Trygg-Hansa.

The "Your Own World" site aims to make customers' interactions with insurance less complex and more enjoyable by reversing the industry's traditional communications perspective. Rather than talking about Trygg-Hansa's products, the campaign is centered on the customer's needs. The winning site allows the user to build up a picture of their own world using a variety of 3D objects which then leads to an overview of their insurance needs.

The Webby Awards, also called the 'Oscars of the Internet', are in their 11th year, and received over 8,000 entries from over 60 countries. The jury for the contest consist of the Academy of Digital Arts and Sciences, an intellectually diverse organization with 550 members such as "The Simpsons" creator Matt Groening, Crispin Porter + Bogusky Partner and Chief Creative Officer Alex Bogusky, and The Weinstein Company Co-Founder Harvey Weinstein.

Visit the campaign and the Webby Awards:

<http://misc.starring.se/competitions/trygghansa/>

http://www.webbyawards.com/webbys/current.php?season=12#webby_entry_insurance

<http://www.webbyawards.com/>

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About LBi:

LBi is the global marketing and technology agency. The Company employs approximately 1,500 professionals located primarily in the major European, American and Asian business centers, such as Amsterdam, 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).