

PRESS RELEASE

Stockholm/Amsterdam, 1 May 2009

Changes in LBi Board of Directors

Mr Robert Pickering former CEO of LBi decided not to be available for Board re-election

Mr Robert Pickering, current board member and former CEO of LBi International AB until December 2007, has requested that he be withdrawn from consideration for re-election as member of the Board of Directors. The LBi Nomination Committee proposed to re-elect Mr Pickering, as stated in the notice to the AGM, but Mr Pickering has decided not to be available for re-election.

Mr Pickering is pursuing other business opportunities that may pose a conflict in his time and attention to the business of the board and company.

Fred Mulder, Chairman of the Board: "I would like to take this opportunity to thank Robert Pickering for the vital role he has played in LBi's development over the past years. After almost 6 years at the helm as CEO of LBi and LB Icon and 4 years at the Board, we highly respect Robert's decision that he likes to explore new opportunities. Over 2008 we had the advantage of keeping him working closely with us in his capacity as board member and consultant, where he contributed to continued growth and value creation"

The LBi Nomination Committee proposed for the period until the close of the next Annual General Meeting, the election of US citizen Mr George Fink, who will now in practice be replacing Mr Pickering.

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About LBi:

LBi is a global digital marketing and technology agency, blending insight, creativity and expertise to solve business problems. The largest genuinely full service agency of its kind in Europe, LBi provides the full range of digital capabilities, including digital strategy, branded content, service design, media, CRM, technology, managed hosting and support services. The Company employs over 1,600 professionals located primarily in the major European, American and Asian business centers; such as Amsterdam,

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