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LBi announces the extension of exercise period for holders of SETs registered with Euroclear Sweden in relation to its EUR 10 million Rights Offering

17 August 2010 - LBi International N.V. ("LBI"), the largest European marketing and technology agency, today announces the extension of the exercise period for holders of SETs (Sw. *teckningsrätter*) registered with Euroclear Sweden in relation to its EUR 10 million Rights Offering.

Extension of the exercise period for holders of SETs registered with Euroclear Sweden

Subscription for New Shares by exercise of SETs registered with Euroclear Sweden may be made during the period from 11 August 2010, 9:00 CET to and including 27 August 2010, 16:00 CET.

The exercise period for holders of SETs registered with Euroclear Netherlands has not been changed and will end on 1 September 2010, 15:00 CET.

Revised timetable of the Rights Offering for holders of SETs registered with Euroclear Sweden

Event	Time (CET)	Date
The Record Date	17:40	9 August 2010
Distribution of the SETs to the accounts of Euroclear Sweden	9:00	11 August 2010
Start of Exercise Period	9:00	11 August 2010
End of Exercise Period of SETs	16:00	27 August 2010
Delivery of New Shares to the accounts of Euroclear Sweden (Closing Date)	9:00	7 September 2010

Further instructions to shareholders

For further instructions to shareholders regarding the subscription and exercise of rights is referred to the Prospectus available via www.lbi.com.

Shareholders having any questions in relation to the Rights Offering are recommended to contact their bank or stockbroker.

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This rights issue relates to securities of a Dutch company. The rights issue is subject to disclosure requirements of the Netherlands which are different from those of the United States. Financial statements included in the document, if any, have been prepared in accordance with Dutch standards that may not be comparable to the financial statements of United States companies.

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