

## PRESS RELEASE

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### **LBi AND MONEYGRAM INTERNATIONAL UNVEIL A FULLY INTEGRATED DIGITAL EXPERIENCE; PRESENT THIS BEST IN CLASS WORK AT FORRESTER CUSTOMER EXPERIENCE FORUM**

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*Premier Marketing and Technology Agency and Global Leader in Money Transfer Redesign and Transform Digital Platform*

**LBi** the world's largest independent marketing and technology agency is excited to announce the launch of a redesigned digital experience for **MoneyGram International** (NYSE: MGI), a leading global money transfer company. Working hand-in-hand, LBi and MoneyGram re-invented how the global company utilizes the online space as a marketing vehicle. LBi worked with MoneyGram on several digital initiatives; ranging from strategy and creative, media buying and planning, to social media, analytics and performance measurement.

MoneyGram VP Product Management, **Rich Meszaros** and LBi Co-President, **Judith Carr** will be presenting the brand case study at the Forrester Customer Experience Forum on June 29, 2010. The client/agency team will talk through the entire engagement from initial research and findings to build and execution and results thus far.

The largest piece of the engagement was development of the robust money transfer website. LBi has helped to improve and develop a world-class user-experience for online money transfer. In addition, the site acts as a vehicle to drive customers to the over 200,000 physical agent locations around the world.

"LBi's understanding of our business helped us create an online solution with a look and feel that is integrated with our global brand as well as a technical platform that can be adapted to any region of the world in any language," said **Rich Meszaros** of MoneyGram. "We look forward to continuing to partner with LBi to build our interactive presence both online and at retail locations."

In support of the website launch, LBi pushed out a robust online marketing campaign to drive traffic and help build brand loyalty. The campaign was created to generate awareness around the new site and help develop and extend customer relationships with the brand. It includes branded banners across a specifically targeted media buy and a social media program inclusive of a "greeting card" application that extends to **Facebook**.

“LBi’s unique combination of creative and technological expertise coupled with industry-leading media buying and planning and social media knowledge makes them a great fit for our brand. We are pleased with the work and look forward to building the partnership,” said Meszaros.

“The breadth of the work we have been engaged to accomplish by MoneyGram is a testament to LBi’s wide-ranging digital capabilities,” said **Judith Carr**, LBi’s Co-President. “We look forward to growing our partnership in producing groundbreaking work that helps evolve MoneyGram’s global digital strategy and existing online presence.”

Visit <http://www.moneygram.com> for the full experience.  
[www.lbi.com/us](http://www.lbi.com/us)

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**About MoneyGram International**

MoneyGram International offers more choices to people separated from family and friends by distance or those with limited bank relationships to meet their financial needs. A leading global payment services company, MoneyGram International helps consumers to pay bills quickly and safely send money around the world with funds arriving at available agent locations in as little as 10 minutes. Its global network is comprised of over 200,000 agent locations in more than 190 countries and territories. MoneyGram's convenient and reliable network includes retailers, international post offices and financial institutions. To learn more about money transfer or bill payment at an agent location or online, please visit [www.moneygram.com](http://www.moneygram.com) or follow us on Facebook.

**About LBi**

LBi is the world’s largest independent digital marketing and technology agency, blending insight, creativity and expertise to solve business problems. The largest genuinely full service agency of its kind, LBi provides the full range of digital capabilities, including digital strategy, branded content, service design, media, CRM,

technology, managed hosting and support services. On February 25, 2010, LBi merged with Bigmouthmedia, the largest search engine marketing specialist in Europe. Combining LBi's best in class services with Bigmouthmedia's leading search engine marketing, LBi is now positioned to meet the growing customer demand for one agency to provide all of these services across geographies. The company now employs over 1,800 professionals located primarily in the major European, American and Asian business centers such as Amsterdam, Atlanta, Berlin, Brussels, London, Milan, Mumbai, New York, Paris and Stockholm. LBi is listed on Nasdaq OMX in Stockholm and NYSE Euronext in Amsterdam (symbol: LBI).

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