

LBMGROUP

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PRESS RELEASE, OCTOBER 29th, 2010

LBM Group lands prize iconic brand management contract for the legendary “Dracula”

On 22nd September Universal Pictures issued a press report stating that Director Alex Proyas (“I, Robot”, “The Crow” and “Knowing”) is to revamp the mythos surrounding Vlad the Impaler in “Dracula Year Zero”, a Universal Pictures release from a script by Matt Sazama and Burk Sharpless. The horror tale is set to take place in Romania during the Turkish invasion as Vlad goes to the greatest of lengths to fight for his homeland - even if it means selling his soul and becoming forever doomed as a creature of the night.

In another development, Oscar-winner Stefan Ruzowitzky (“The Counterfeiters”), the team behind “Shutter Island” at Phoenix Pictures; is planning “The Last Voyage of Demeter,” about the ill-fated journey of Dracula's coffin from Transylvania to England, according to sources familiar with the project. Noomi Rapace is set to play the lead role, the Swedish actress who has been on a hot streak since her Swedish-language “The Girl With the Dragon Tattoo” became an art-house hit in the U.S.

Whilst Universal Pictures and Phoenix Pictures were planning this next mega release of Dracula, LBM had been working closely with a Romanian private equity group and Romanian city and council officials to obtain the brand development and management contract for Dracula.

Four city council ministers, from cities within the legendary Dracula territory in Romania, and a Romanian private equity group, have been in close discussions with representatives of LBM for the last two months to bring Dracula back to life in all his splendour by a re-branding exercise.

Coincidentally LBM sealed a brand management contract as well as a brand license agreement for a whole range of products originating from Romania, at the time that Universal Pictures and Phoenix Pictures were putting together a cast for the new version of Dracula for release in 2011.



The private equity company led by a team of Romanian entrepreneurs and investment professionals, plans on investing in a complete range of commercial sectors including travel and tourism, hotel and restaurant chains, food and wine, lifestyle and retail, all using the age old brand of Dracula.

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It is the first time that a commercial enterprise has decided to capitalise on the brand of Dracula. Dracula will be reborn in all its splendour, only this time as a commercial product. As part of the commercialisation of the Dracula brand, CBIM Group hopes to release a range of lifestyle products, food, wines and other merchandise to be produced by local businesses within the communes.

Soon the world will have a juicy Dracula burger, kids will have fun ketchups, adults will have the odd tittle of the intoxicating Dracula brew and what's more, the culinary palate of the world is about to experience a Dracula effect on their tongues. Those fine young women, on whom Dracula feasts, are also about to be enticed with a range of seductive presents and treats, from alluring perfumes to gooey chocolates.

Following the extensive negotiations CBIM Group has granted LBM two contracts.

1. An agreement for the development and management of the iconic Dracula brand.
2. A licensing agreement for the development and distribution of products.

LBM's expertise and experience in the complete value chain, from brand building to product design and manufacture, will be utilised to accelerate the development of the brand for CBIM Group and gain maximum commercial benefit.



Under the brand management agreement, LBM's advanced model-based brand management optimization techniques will be combined with CBIM Group's know-how and expertise to develop a range of products and services locally in Romania. These products will be offered to distributors around the world. All the merchandise developed will be designed by local Romanians to give it an authentic feel and everything will be produced in Romania.

The licensing agreement gives LBM the rights to design and develop various merchandising concepts using produce and designs from authentic Romanian enclaves and industries. The license provides exclusive rights to LBM with a royalty payment to LBM, in perpetuity, for each product that is commercialised.

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The scope of the license agreement is fairly exhaustive and extends across food products and alcohol as well as lifestyle goods.

In order to take full advantage of this brand management programme, the city councils have granted LBM the right to use any collateral or promotional material from the origin location of Vlad the Prince (Voivode) to support its brand development programme.

CBIM Group, along with the City officials, believe that re-branding Dracula for commercial purposes would contribute significantly to the local economy at a time of economic hardship. It could revive local economic activity, and some ailing industries, whilst providing valuable work for the local communities and labour force.

Vlad may once again ride to Romania's economic rescue

Vlad the famous Prince defended the Romanians against the fierce Turkish armies by burning them at the stakes and saving Romania from invaders and economic ruin. It seems that once again Romania's revered Prince may come to save the day, only this time in his more infamous role as Count Dracula the vampire.

Every year Romania sees over half a million tourists from around the world to coming visit Count Dracula's famous castle and his legendary places of mystery. Now they are in for much more of a treat, only this time Romania is planning to exploit its legendary Prince as its great economic asset.

LBM believes that working on the brand with the back drop of a Hollywood blockbuster, together with the support and patronage of the local city councils, will make a significant, and lasting, contribution to a successful brand development programme.

Mr. Dorin Ecea, CEO of CBIM Group, said "We aim to strengthen the distinctive and iconic brand of Dracula by using the most advanced methods available to optimize design and operations. We are very pleased to be able to announce this agreement with LBM as a key step in this strategy, he adds "We chose to work with LBM because of the comprehensive set of brand management techniques, expertise and design and production knowledge that they bring to CBIM Group; also the high level of expertise and experience of their core personnel."

LBM, CEO Mahesh Jayanarayan commented "Our LBM brand management methodology has already been applied successfully to other iconic brands, such as Goodyear and Royal Navy, and are delivering outstanding results, particularly in terms of significant reductions in brand building costs achieved with minimal capital expenditure. With today's agreement, we are taking a major step towards making these benefits available to CBIM Group. We are extremely pleased to work with CBIM Group, a company owning an exciting and adventurous brand. We look forward to a long and successful collaboration."

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*Mahesh Jayanarayan with
the Mayor of Bran commune.*



*Mahesh Jayanarayan and the Mayor of
Vulcana Bai*

LBM will release in the next 2 weeks a whole concept plan to the City councils and CBIM Group for their approval.

LBM believes that it will have a line of new products for early spring of 2011.

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Please also visit the LBM wesbite: www.thelbmgroun.com

LBM develops and markets leading lifestyle and consumer brands through licensing, consultation and marketing, specifically targeting women, ethnical groups and ethbical consumers. At the moment LBM have the license rights to develop and market the two global brands Goodyear and Royal Navy. The license rights include the selected product categories of shoes, clothes and assessors within defined geographical regions. LBM offer services in three business areas; Brand Licensing, Brand Management and Brand Communication which together covers the whole value chain.