

Interxion Partners with LBi to Enable Managed Services

LONDON, September 2nd 2009 – Interxion, a leading European operator of carrier-neutral data centres, and LBi, Europe's largest full-service digital agency, today announced a partnership in which Interxion will host part of LBi's mission-critical data centre infrastructure, enabling the agency to expand its managed services offering to clients. The new space, in Interxion's London City facility, will enable LBi to deploy high-density power configurations to support its ongoing virtualization programme and also provide direct access to the London Internet Exchange (LINX).

Unlike many digital agencies, LBi offers clients end-to-end digital service, which includes hosting, maintenance and support. The company focuses on innovative ways to help clients get more from their technology, and the specification of their data centre infrastructure is critical to achieving this. LBi managed services clients include leading brands such as ABN AMRO, BT, Disney, Sony and Starbucks.

With a 13 MVA redundant grid supply, Interxion's City of London facility supports the latest high-density power configurations, enabling LBi to deploy the latest blade server technology to drive its server virtualization programme. To guarantee maximum availability, the facility also provides 2N UPS power and N+1 cooling. Customers can also access up to 28 carriers and ISPs, including the LINX Internet exchange. As well as giving exceptional choice and flexibility, this allows network costs to be managed down through private peering agreements.

"Our aim is to provide leading-edge, cost-effective managed services to support our clients' digital strategies now and in the future. To do this we need a data centre partner like Interxion," said John Russell Managed Services Partner, LBi. "Colocating with Interxion gives us plenty of space to grow and all the power we need to implement the latest server technology, all in a very convenient central location. They also offer us excellent connectivity and all the security, availability and back-up one would expect from a leading operator."

"LBi are widely regarded as pioneers who lead the field in the world of creative digital media, and we are delighted to provide a base for their customer content and services," said Greg McCulloch, Managing Director, Interxion UK. "Forward-thinking digital enterprises like LBi are constantly consolidating, modernizing and reassessing their mission-critical infrastructure, and it is our business to support their efforts with state-of-the-art facilities."

About Interxion

Interxion is a leading European operator of carrier-neutral data centres. Headquartered in Schiphol-Rijk, The Netherlands, Interxion serves its customers from 25 carrier-neutral data centres located in 13 cities across 11 European countries. Interxion serves network and carrier-based, hosting and enterprise customers who require professionally managed and strictly controlled physical environments within which to operate mission-critical applications and computer systems. Interxion's data centres offer cost-effective and fast access to multiple local and global communication networks.

For more information please visit www.interxion.com

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 1,500 professionals located primarily in the major European, American and Asian business centres; 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). www.lbi.com