



***For Immediate Release***

## **Media Agency 3Kronor Wins Another Top Client**

*STOCKHOLM, SE (United Communications Partners) May 18, 2015.....* **Lensway**, a global optical retailer, has chosen 3Kronor Communications as its new media agency. The assignment involves a number of countries and markets. “This selection shows that we really are at the top in terms of digital skills capabilities (as compared to the competition)”, says Niclas Fröberg, founder of 3Kronor Communications. He goes on to say that, “over the last 4 months, 3Kronor has focused on back to basics”. In doing so, they have landed two high profile accounts, one of them being Lensway.

Europe's largest optical store online, Lensway is quite proud to have selected a new media agency partner. The choice fell on 3Kronor Communications and the agreement covers six top markets: Sweden, Norway, Denmark, Finland, Holland and Germany.

Lensway is a company that always looks for exciting new opportunities, and this also applies to their partners. “3Kronor is incredibly sales focused and is more like a business partner than a traditional media agency. We are confident that our cooperation will be both profitable and fun”, says Lin Eriksson, PR and Communication Manager for Lensway.

3Kronor Communications founder Niclas Fröberg is very happy and excited about Lensway’s decision and looks forward to a successful collaboration. “Lensway is a very exciting company and I am confident that we at 3Kronor have a team in place that will provide a better than expected bottom line result for Lensway”, says Niclas Fröberg.



Founded more than 10 years ago, LensWay.com has evolved into an online optical store stocked with high-quality brand names and private-label vision-care products. Lensway, now wholly owned by Coastal.com states that they: “will always offer the most convenient way to obtain contact lenses. We will have the easiest ordering procedure, the fastest deliveries and the most service minded Customer Support on the market. We will improve

and evolve our services continuously, to make it as easy as possible for our customers to use contact lenses."

You can read more at: <http://www.lensway.com/>

### About United Communications Partners

United Communications Partners (UCP) is a leading Nordic Region communication's group listed on the OTC Markets under the symbol UCPA. We are comprised of award winning innovative full service media agencies located in the Nordics. With the client's needs always top of mind, UCP's mission is to grow our client's business exponentially, utilizing cautious strategy, smart client development and expert advice. The core of our expertise exists within our pioneering performance based marketing, advanced digital capabilities, prominent business expansion success and creative deal structuring for our clients.

### About 3Kronor – Stockholm, Sweden

3Kronor Stockholm is a part of United Communications Partners (UCP) corporate umbrella and is a member of the Columbus Media International Network. Founded in 2007, 3Kronor operates as a new type of media agency. We build excellence in everything from television and display to direct response and online media. Our major clients make us experts in quality assurance. Our smaller scale clients nourish our entrepreneurship. We care about our relationships. We have won great prizes. Best Media Agency 2010, 2011 and in 2013. 3Kronor combine knowledge of technology with a flair for communication. We are focused on results. We are curious and driven to seek out what's new and always evaluate the best outcomes. We question conventional wisdom and create success. In the end, we want to be your business partner.

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