



For Immediate Release

3Kronor Founding Member and UCP Board Member to Exit in June

*STOCKHOLM, SE (United Communications Partners) May 29, 2015.....*Carl-Johan Grandinson is leaving UCP Inc. as he has decided to focus on new projects.

Mr. Grandinson co-founded 3Kronor together with Niclas Fröberg and Jacob de Geer in the summer of 2007. During the first years, Carl Johan was the head of 3Kronors digital and technical systems department.

After UCP acquired 3Kronor in 2010, Carl Johan was appointed to start up a business in Spain, Madrid, with its main business within native marketing and a focus on creating co-operations (e.g., La Marca and advertising for PAF).

Mr. Grandinson successfully started the business in Spain and then returned to Stockholm after two years. His new role was within business development and sales for 3Kronor, which he has held till the present. In the past year, Carl Johan has consulted for and provided expertise for several of our clients, the latest work resulting in Carl accepting a full time position as the CEO and Co-Founder for Glue, an innovative tech start up set to sweep the nation.

Carl Johan has been on the board of directors of UCP since October 5, 2010 when UCP was known as “The Bark Group”. In the past years, Carl has taken on the role of Secretary of the Board, tasked with the responsibility to focus on shareholders issues, shareholders relations as well as compliance with OTC regulations. He will leave his role as Secretary of the board of UCP Inc. effective June 2015.

Further, Carl Johan has decided to sell his shareholding in UCP Inc. to Lars Bönnelyche, the current CDO (Chief development officer) in 3Kronor. After the purchase, Lars Bönnelyche will have a shareholding value representing 37.9% of the shares in UCP Inc. As the main shareholder, Lars will of course take on additional assignments within the group. More information about that will follow in future UCP newsletters.

With a Master’s of Science in Mechanical Engineering from the Royal Institute of Technology, Mr. Grandinson’s solid educational background and innovative knowledge of the business has served our group well and has consistently been important in UCP’s development. Carl Johan will be greatly missed by all his colleagues. We wish Carl Johan the best and all success with his future projects. Onward and upward.



Carl-Johan Grandinson



Lars Bönnellyche

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, 2013 and 2015. 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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