



For Immediate Release

3Kronor Founding Member Niclas Fröberg Returns to the Helm

STOCKHOLM, SE (United Communications Partners) June 1, 2015..... Effective this month, Niclas Fröberg, 3Kronor founding member and current CEO of United Communications Partners reprises his role as CEO of 3Kronor – Stockholm, the recent Award Winning Agency of the Year for 2015. He will be replacing the former CEO, Mia Forsgren.



When asked for a comment, Niclas said, “It is quite obvious that an entrepreneurial spirit exists within the walls of 3Kronor. This spirit, which characterizes our team contributed to our incredibly eventful and success filled year. With this spirit in mind, Mia Forsgren (and Carl-Johan Grandinson) decided to leave 3Kronor to set out on their own.

Mia will be putting her media consultancy and branding talent towards a start-up in the fashion industry, while Carl-Johan will be taking on the role of CEO for his own start-up company, Glue Home. Both Mia and Carl-Johan will be leaving this month and I will take the position of CEO in June. Together with Lars and the rest of the team at 3Kronor we will carry on the momentum of this exciting year and look forward to an even busier 3rd and 4th quarter, focusing on new media projects and our recent client wins (e.g., Lensway and Clas Ohlson).”

We wish Mia and Carl-Johan lots of luck and look forward to working with them in the future, as clients!



Carl-Johan Grandinson



Mia Forsgren

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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