19 March, 2007

INVITATION TO PRESS- AND TELEPHONE CONFERENCE 28 MARCH

H & M Hennes & Mauritz AB presents the first quarterly results for 2007 and invites to a press conference on Wednesday 28 March at 10.30. There will also be a telephone conference in English the same day at 14.00.

The three month results for the period December 1, 2006 to February 28, 2007 will be released at approximately **08.00**, on 28 March. The results will then be published on www.hm.com.

The press conference starts at 10.30 in Aulan, Salénhuset, Norrlandsgatan 15 in Stockholm. CEO Rolf Eriksen will present the three month results together with Head of Investor Relations Nils Vinge. The presentation is followed by a question and answer session. The press conference, which is held in Swedish, is open for journalists and analysts.

The telephone conference, which is held in English, takes place between 14.00 and 15.00. The telephone number for access is +46 (0)8 5052 0110 (Sweden), +44 (0)20 7162 0025 (UK) or +1 334 323 6201 (US). Please call in at least ten minutes prior the start of the conference to avoid a queue.

There is also an opportunity to listen to a replay of the telephone conference. The replay is available approximately one hour after the conference has ended and until April 7, 2007.
The replay number from Sweden is +46 (0) 850 520 333 access code 742516
and from UK the number is +44 (0) 20 7031 4064, access code 742516.
If you are calling from the US, the replay number is +1 954 3340 342, access code 742516.
You can also listen to the replay on www.hm.com.

The press conference material can be found on www.hm.com under Investor Relations from approximately 11.30 on March 28.

Welcome!
All hours are CET.

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