

PRESS RELEASE
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EIRIKUVA'S PHOTO SERVICES FROM ICA
Cooperation to start in ICA Maxi Special stores

ICA in Sweden is becoming a customer of Eirikuva Digital Image Oyj Abp. ICA is Sweden's leading daily consumer goods retailer, with annual net sales of about 50 billion SEK (5,4 billion €). Some ICA Maxi Special stores will now start to offer photo services. "Market expansion in Sweden provides us with better opportunities for developing our service range both in Sweden and in Finland. ICA is a very popular store in Sweden, and this cooperation agreement will give Eirikuva much more market presence in Sweden," says Eirikuva's CEO, Merja Ailama-Mäkitalo.

Eirikuva Digital Image Oyj Abp

Eirikuva, one of the six central photo processing labs in the Nordic region, has its roots in the company founded by Eino Riihelä in 1944. In addition to the parent company, Eirikuva Digital Image Oyj Abp, the Group includes Eiri Kehys Oy Ab and the Swedish Eirikuva Nordic AB, which was founded in the summer of 2007. The Group recorded net sales of 6.5 million euros in the period from February 16 to December 31, 2006. The company employs 70 people in Finland and three in Sweden. Eirikuva Digital Image Oyj Abp is part of the Swedish Amago Capital Group.

To extend its cooperation with partners, Eirikuva is offering a more diverse range of Internet-based services and has developed an Eirikuva kiosk concept for digital image ordering. Eirikuva's key strategy is to produce and develop consumer-friendly photo and gift product services. The company's customer base in Finland includes the Anttila and Citymarket department stores, the entire S Group, Stockmann department stores and a large number of specialty stores. Customers in Sweden include ONOFF, Euronics and a large number of specialty stores, with ICA as the newest addition.

ICA AB

The ICA Group (ICA AB) is one of the Nordic region's leading retail companies, with around 2.300 of its own and retailer-owned stores in Sweden, Norway and the Baltic Countries. The Group includes the sales companies ICA Sverige, ICA Norge and Rimi Baltic. ICA also offers financial services to Swedish customers through ICA Banken. ICA also has a 5% interest in the Netto Marknad company. ICA's vision is to make every day a little easier. Its mission is to be the leading retailer with a focus on food and meals.

For more information, please contact

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