

RNB RETAIL AND BRANDS

RNB's rights issue fully subscribed

RNB RETAIL AND BRANDS AB's ("RNB") new share issue with preferential rights for existing shareholders is fully subscribed. A total of 15,673,637 shares, corresponding to about 96,1 percent of the shares offered, were subscribed for based on subscription rights. In addition, 36,691,247 shares, corresponding to about 225 percent of the shares offered, were subscribed without support of subscription rights.

The shares that were not subscribed for on the basis of subscription rights will be allotted to those who subscribed without support of subscription rights in accordance with the principles described in the prospectus. The share issue is thus fully subscribed. Through the rights issue, RNB will receive about SEK 100 M before issue costs.

Under the terms of the rights issue, shareholders with preferential rights were able to subscribe for one new share for every seven existing shares held. The issue price was SEK 6.15. The final date for subscription was October 9, 2009. As a result of the rights issue, the number of RNB shares increased by 16,308,237 and the share capital by SEK 16,308,237. Following the rights issue, RNB's share capital amounts to SEK 165,425,251 and the number of shares to 165,426,251. The shares subscribed for on the basis of preferential rights are expected to be subject to trading on NASDAQ OMX Stockholm as of October 21, 2009.

RNB RETAIL AND BRANDS AB (publ)

For further information, please contact:

Cecilia Lannebo, IR RNB RETAIL AND BRANDS
Tel: +46 8 410 520 45, +46 768 87 20 45, e-mail: cecilia.lannebo@rnb.se

RNB RETAIL AND BRANDS AB is organized on the basis of two business areas – Polarn O. Pyret and a distribution platform for national and international brands. Polarn O. Pyret is a brand focused on baby and children's wear. The distribution platform consists of two main areas, Department Stores and Store Concepts. Department store operations are conducted via stores in the NK, Steen & Ström, Illum and Kosta outlet department stores. The store concepts comprise JC, Brothers and Sisters.