

RNB RETAIL AND BRANDS

RNB's sales in May 2010

RNB's total sales in proprietary stores in May 2010 amounted to SEK 225.9 M, compared with SEK 220.9 M in the corresponding month a year earlier, divested operations at Steen & Ström in Oslo excluded, which is an increase of 2.2%. Including divested operations the sales decreased with 1.9%.

Sales in comparable stores in Sweden in May 2010 increased by 4.3% compared with the corresponding month in the preceding year. According to the so-called Blixindex issued by the Swedish Trade Federation (Svensk Handel), the Swedish clothing decreased by 1.4% in May. Total sales in comparable stores in all countries increased by 2.6%.

The calendar effect in May for the retail clothing sector in Sweden compared with the corresponding month in the preceding year is according to the Swedish retail statistics agency, HUI, negative 0.9%.

The number of proprietary stores amounted to 221 at May 31, 2010, compared with 241 a year earlier (excl. divested operations 225 stores).

Turnover in proprietary stores for fiscal year 2008/2009 amounted to approx. 75% of total annual net sales.

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RNB RETAIL AND BRANDS owns, operates and develops fashion, clothing, accessories, jewelry and cosmetics stores that focus on providing excellent service and a world-class shopping experience. Sales are mainly conducted in Scandinavia through the three store concepts Brothers & Sisters, JC and Polarn O. Pyret, as well as through shops in the department stores NK in Stockholm and Gothenburg and Illum in Copenhagen. RNB RETAIL AND BRANDS has operation in 11 countries. RNB RETAIL AND BRANDS has been listed on the OMX Nordic Exchange since 2001.