

REVISIONS TO THE ORGANISATION OF WULFF-GROUP PLC

The Board of Directors of Wulff-Group Plc has today confirmed the Group's revised strategy and organisational change. The goal is to refine the operating models in order to provide better service to customers and to adjust the corporate structure in line with the revised strategy.

The Group will move from a structure with five business areas to one with two business divisions. The new divisions are called Contract Customers and Direct Sales. The new business structure will be adopted on 5 February 2009.

Wulff-Group's goal is to help corporate customers to succeed in their own business by providing them with innovative products and services in a way that suits them best.

Heikki Vienola, CEO: "We are the market leader in Finland and have a clear vision of becoming the fastest growing and most profitable top-ranking office supplies company in the Nordic market. Wulff's revised strategy and new business structure offer tools to help us achieve our growth targets, as well as better opportunities to benefit from our competitive advantage and synergies. Through these changes, we aim to create a good basis for solid, customer-oriented operations in both business divisions. The companies that succeed in challenging markets are those that dare to renew themselves and innovate. I strongly believe that tomorrow's success is based on decisions made today."

CONTRACT CUSTOMERS DIVISION

The vision of the Contract Customers division is to be the market leader in Finnish business contract sales of office supplies, business and promotional gifts, as well as fair and event marketing services. The mission of the Contract Customers division is to be most sought-after partner in the business and to offer customers comprehensive solutions for enhancing offices and promoting sales.

The division comprises Wulff Oy Ab, KB-tuote Oy, Ibero Liikelahjat Oy and Entre Marketing Oy. The division will be headed by Jani Puroranta, MSc (Econ.), MBA, who previously worked as Chief Business Development Officer of Wulff-Group.

Puroranta believes that the new strategy will make the benefits of the two service models more concrete to customers. "By selecting both the common and the complementary strengths from Wulff's contract sales of office supplies, KB's and Ibero's business gift services and Entre's fair and event marketing services, we can offer customers by far the strongest and most comprehensive service in the business. Our cost-effective and comprehensive services give customers the opportunity to focus on their own business."

DIRECT SALES DIVISION

The vision of the Direct Sales division is to be the biggest and most profitable direct sales company in the Nordic countries and neighbouring regions, which pulls along over 300 entrepreneurial sales professionals to success. The mission of the Direct Sales division is to make the activities of its customers more flexible with innovative products and the most professional, personal and local service in the field.

The division comprises the direct sales companies in Finland, Sweden and Norway. It will be headed by Veijo Ågerfalk, who has worked as Managing Director for Belton Svenska AB, a subsidiary of Wulff-Group, and as the head of the Scandinavian business area.

According to Ågerfalk, arranging operations into two clearly differentiated divisions provides great opportunities for fruitful co-operation both within and between divisions. "The more seamlessly we work as a division, the better service our customers get. We are well positioned to be both the number one co-operation partner in the field and the employer that offers the best opportunities to succeed in sales. Sales is the main engine for growth, which is why successful sales recruitment and training will be at the focus of our operations in 2009."

GROUP MANAGEMENT TEAM

The Group's new management team consists of Heikki Vienola, CEO, Ari Pikkarainen, Deputy CEO, Jani Puroranta and Veijo Ågerfalk, Executive Vice Presidents, and Petri Räsänen, CFO.

The new organisation and areas of responsibility will take effect on 5 February 2009.

CHANGES IN EXTERNAL REPORTING

Wulff-Group will report on its 2008 financial performance according to the old structure on 6 February 2009. In the future, the company will prepare its financial reporting by the Contract Customers and Direct Sales divisions.

MEETING FOR INVESTORS, ANALYSTS AND THE MEDIA

Wulff-Group Plc will arrange a meeting for investors, analysts and the media on 6 February 2009, at noon, at Hotel Palace, Eteläranta 10, Helsinki.

WULFF-GROUP PLC

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