



September 6, 2010

ANNOUNCEMENT NO: 28

GN Store Nord Will Initiate DKK 600 Million Share Buyback Program

Following the ruling in the TPSA/DPTG case, the Board of Directors in GN Store Nord has decided to launch a DKK 600 million share buyback program, acting on the authorization granted to the Board at the Annual General Meeting held on March 18, 2010. The authorization allows GN to acquire up to 15% of its shares.

According to the ruling in the TPSA/DPTG case payment of the proceeds shall be made within 14 days from the ruling (i.e. within September 17, 2010) and shortly after receiving the proceeds GN will initiate the share buyback program. During the period when the share buyback program is running, GN may decide to discontinue the program should GN decide to pursue strategic opportunities which warrant the cancellation of the program.

GN currently holds 6,395,545 own shares corresponding to 3.1% of the total share capital. Based on GN's share price on NASDAQ OMX at the closing Friday September 3, 2010, the share buyback program will take GN's holding of own shares to approximately 10% of the total share capital.

Further details on the structure and timing of the share buyback program will be announced prior to launching the program.

For further information, please contact:

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