



NASDAQ OMX Copenhagen A/S

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The Solar Group's Aurora Group acquires activities in Sweden

The Aurora Group, which is part of the Solar Group, has entered into an agreement about the acquisition of two activities in Sweden covering sales and distribution of domestic appliance fittings from Hanestrom Paper AB as well as from Melitta Scandinavia AB.

Hanestrom Paper AB

From Hanestrom Paper AB, Aurora Group will take over sales and distribution of vacuum cleaner bags, vacuum cleaner accessories and domestic appliance fittings to the Swedish market, just like Aurora Group will also take over 11 employees. Hanestrom Paper AB will retain the production of vacuum cleaner bags.

Melitta Scandinavia AB

At the same time, Aurora Group will take over the brand "Gameo" from Melitta Scandinavia AB, including sales and distribution of vacuum cleaner bags, vacuum cleaner accessories and domestic appliance fittings to the Swedish market

The activities acquired and the related private label business from Hanestrom Paper AB and Melitta Scandinavia AB represent annual external revenue of approximately €6m for the Aurora Group.

The Aurora Group is strengthening its market position

The Aurora Group is among Scandinavia's leading distributors of consumer electronics accessories and domestic appliance fittings. Products and services are delivered to a long line of customers in the Scandinavian market.

The product assortment is wide and includes, among other things, audio and video accessories, computer accessories, mobile accessories and domestic appliance fittings.

The purpose of the two acquisitions is to strengthen the Aurora Group's market position and presence in the market. The activities acquired will be merged into one business unit under the Aurora Group Sverige AB.

The final acquisition of both activities is expected to take place at the beginning of November 2010, where further details about the acquisition will be published.

With the acquisition, Solar A/S follows up on one of its strategic focus areas, which is to create growth through acquisitions.

Background information about the Aurora Group

The Aurora Group consists of four companies:

The Aurora Group Danmark A/S, which is based in Ballerup near Copenhagen, manages sales to the Danish, Faroese, Icelandic and Greenlandic markets and, at the same time, it is the parent company of the Aurora Group.

The Aurora Group Norge AS, whose sales office is in Trondheim, manages sales to the Norwegian market.

The Aurora Group Sverige AB, whose sales office is in Sundbyberg near Stockholm manages sales to the Swedish market.

The Aurora Group Finland Oy, whose sales office is in Pirkkala at Tampere, manages sales to the Finnish and Estonian markets.

The Aurora Group's logistics system is based on a central warehouse in Sweden.

The Aurora Group sold for € 50.5m in 2009 and had 78 employees at the end of the year.

Yours truly,
Solar A/S

Flemming H. Tomdrup