



NASDAQ OMX Copenhagen A/S

GlobeNewswire

<https://cns.omxgroup.com>

**Announcement
No. 2 2011**

Solar A/S
Tel. +45 79 30 00 00

Contact: Group CEO Flemming H. Tomdrup

Solar A/S

Executive Board
Haderslevvej 25
DK – 6000 Kolding
Denmark
Tel. + 45 79 30 00 00
Fax + 45 75 52 26 84
www.solar.eu

Ref.: FHT/mje
CVR no.: 15 90 84 16

28 February 2011

New CED appointed in Solar Sverige AB

It is with great pleasure that we announce that Thomas Keifer has been employed as Chief Executive Director (CED) in the group's Swedish subsidiary, Solar Sverige AB, and that he will join Solar Management Team at the same time. Thomas Keifer will take office on 18 April 2011 and, following a short introduction period, he will take over responsibility for the enterprise with effect from 9 May 2011.

Thomas Keifer, who is Swedish and 50 years old, was educated as a business economist at Lund University. He comes from a position as managing director of Kjell & Company, one of Scandinavia's leading companies within the sale of consumer electronics accessories. The sale takes place through the company's own shops and through the internet.

Previously, Thomas Keifer was employed as managing director of MultiQ International, as managing director of Topnordic AB and as Group CEO of Atea.

Kjell Svensson, who has been temporarily appointed CED in Solar Sverige AB since 12 August 2010, will continue in the position up to and including 8 May 2011. Kjell Svensson will be available part-time for solving special tasks in the remainder of 2011.

Concurrently with us welcoming Thomas Keifer, we would like to take this opportunity to give Kjell Svensson our warm thanks for his great and committed efforts leading our Swedish subsidiary.

Best regards,
Solar A/S

Flemming H. Tomdrup