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Marimekko Corporation

PRESS RELEASE

14 January 2009

MARIMEKKO BEGINS LICENSING COLLABORATION WITH ITALIAN SIRPI S.P.A. ON WALLPAPERS

Marimekko Corporation and the Italian company Sirpi S.p.A. have entered into a licensing agreement on wallpaper production and distribution. The first Marimekko wallpaper collection will be launched at international trade fairs at the beginning of 2009. The Marimekko-patterned wallpapers will be available at specialty stores from April 2009. The co-operation agreement covers the EU countries, the USA, Russia, China and some Middle East countries, among others.

The new Marimekko wallpaper collection represents the top of its field, combining Marimekko's strong design know-how and Sirpi's over 100 years of experience in high-quality wallpaper production. The first collection includes both well-known classics and more recent designs. In the future, the range of patterns will grow and diversify annually.

"The wallpaper collection brings Marimekko designs into a new - but yet so natural - product category, which fits in perfectly with our comprehensive lifestyle thinking. Through the collaboration with Sirpi, we will reach entirely new target groups in both contract and home furnishings markets. Within recent years, a great demand has arisen for Marimekko wallpapers as the interior decoration trends have moved towards the increased use of patterns and colour. Now, together with Sirpi, we can bring even more joy and beauty into people's everyday lives," says Mika Ihamuotila, President and CEO of Marimekko.

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Marimekko is a leading Finnish textile and clothing design company that was established in 1951. The company designs, manufactures and markets high-quality clothing, interior decoration textiles, bags and other accessories under the Marimekko brand, both in Finland and abroad. Marimekko products are also manufactured under license in various countries. In 2007, the company's net sales amounted to EUR 77.3 million. Exports and income from international operations accounted for 26.5% of the Group's net sales. The Group employs about 400 people. The company's share is quoted on the NASDAQ OMX Helsinki Ltd. For further information, visit www.marimekko.com

Sirpi S.p.A., operating under its current name since 1970, is an Italian family enterprise with a mission to research and develop the field of interior decoration. With over a century of experience, the company is specialised in combining cultural influences and technological innovation in order to produce avant-garde fabrics and wallcoverings. In recent years, Sirpi has focused on the development of both traditional and more modern printing techniques as well as on augmenting its production and distribution capacity. Through an extensive international distribution network, Sirpi can offer a wide variety of products to global markets. The renowned Italian wallpaper brand and lifestyle store Jannelli & Volpi is also part of Sirpi S.p.A. For further information, visit www.sirpi-wallcoverings.it