

Stockholm , April 28th, 2011**Exchange Notice****Equities 39/11****Listing of redemption shares in Björn Borg AB**

With effect from May 3rd, 2011, the redemption shares in Björn Borg AB will be quoted on the list for Equity rights, subscription options and interim shares etc. Trading will continue up to and including May 16th, 2011.

Instrument:	Redemption share
Short name:	BORG IL
Round lot:	1
Clearing:	Bilateral settlement at Euroclear Sweden
ISIN code:	SE0003857457
Orderbook ID:	81879

For further information concerning this exchange notice, please call Jonas Aldén or Eva Norling +46 8 405 60 00.

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