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## Press release

### Temporary increase in the number of shares in Björn Borg

The Annual General Meeting 2011 of Björn Borg resolved on a so-called automatic share redemption procedure. The share redemption procedure involves a share split, whereby one (1) existing share in the company is split into three (3) shares. As a result of the share split, the number of shares in Björn Borg has increased by 50,296,768 shares on 18 April 2011. The number of shares in Björn Borg is, following the share split, 75,445,152 shares.

The 50,296,768 new shares are so-called redemption shares which will be redeemed by Björn Borg as part of the share redemption procedure. Thereafter, the number of shares in Björn Borg will amount to 25,148,384, i.e. the same number as prior to the share split.

This information is published pursuant to the Swedish Financial Instruments Trading Act (1991:980), Chapter 4, paragraph 9.

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*The Group owns the Björn Borg trademark and its core business is underwear. It also offers clothes, footwear, bags, eyewear and fragrances through licensees. Björn Borg products are sold in around twenty markets, of which Sweden and the Netherlands are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own Björn Borg stores. Total sales of Björn Borg products in 2010 amounted to almost SEK 1.7 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 536 million as per December 31, 2010, with 100 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.*