

30 December 2008

**Press release**

## **Increased number of shares in Björn Borg**

Holders of warrants in Björn Borg AB (publ) have subscribed for shares in Björn Borg by exercising such warrants. As a result, the number of shares in Björn Borg has increased by 17,600 shares during December 2008. The number of shares in Björn Borg is, following the increase, 25,059,184 shares.

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

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### **About Björn Borg**

*The Group owns the Björn Borg trademark and has operations in five product areas: clothing, footwear, bags, eyewear and fragrances. Björn Borg products are sold in around fifteen markets, of which Sweden and Holland are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own concept stores. Total sales of Björn Borg products in 2007 amounted to approximately SEK 2.2 billion at the consumer level. Group net sales amounted to SEK 495 million as per December 31, 2007, with 79 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic since May 7, 2007.*