

CHANGES IN MARIMEKKO'S MARKETING ORGANISATION

Marimekko Corporation's Marketing Director and member of the management group, Kirsi Rääkkönen, will leave the company on 28 February 2009. Ms Malin Groop, 36, M.Sc. (Econ.), has been appointed as the company's Marketing Manager as of 7 January 2009. She will assume responsibility for the company's marketing on 28 February 2009.

Malin Groop has acquired wide experience in brand building and marketing for several international companies. She has served as an Account Director at Grow AB and Ytterborn & Fuentes in Stockholm, and as an Account Director and Brand&Design Strategist at the Taivas Group in Helsinki.

In the coming years, Marimekko will focus in its marketing on long-term brand building with the aim of extending the Marimekko brand's international recognition as a fascinating and distinguishable designer brand. Marimekko's creative directors will participate in planning contents and guidelines for the company's marketing.

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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