



PRESS RELEASE

Malmö, 14 August 2008

Andreas Sbrodiglia - BRIO's new CEO

Andreas Sbrodiglia has been appointed as BRIO AB's new CEO.

Andreas previously held a leading position at Hero AG, which acquired Semper AB in 2006, where he was CEO from 2003 to 2007 and deputy CEO from 2000 to 2003. Semper is the market leader in the Nordic region for baby foods and gluten-free products, with a strong position in the UK and Russia. Hero AG is an international consumer goods company with business activities in a range of different product sectors where baby food is prioritised.

Andreas has been chairman of Hero's companies in the Nordic region since 2007. He has also worked at Arla, where, amongst other positions, he was CEO for the company's international business.

"It will be very enjoyable and exciting to continue developing BRIO with its strong and well-known brands, expert staff and not least its exciting product portfolio. There's huge potential in these values," he states.

Andreas is expected to take over from the start of 2009.

Malmö, 14 August 2008

BRIO AB (publ)

For further information, please contact:

Daniel Sachs, chairman of the board tel: +46 (0)8 723 31 83

Andreas Sbrodiglia tel: +46 (0)70 585 57 17

BRIO is a Swedish company that develops and sells toys, prams, children's car seats and children's furniture. The company was formed in 1884 and is today an international Group with the BRIO, SIMO and Alga brands. The Group also includes Scanditoy, an extensive toy wholesale business in the Nordic region. The company has about 400 employees, is represented in over 50 countries and has been listed on the O-list of the OMX Nordic Exchange Stockholm since 1985. www.brio.net