

Intrum Justitia AB (publ)

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Press Release --- Intrum Justitia may be required to disclose the information provided herein pursuant to the Swedish Securities Markets Act and/or the Swedish Financial Instruments Trading Act. The information was provided for public release on Thursday, May 15, at 8:00 a.m. CET.

Intrum Justitia launches new graphic profile – A reflection of far-reaching brand development

In the past year, Intrum Justitia has undergone a comprehensive process of change that has affected the entire company. This strategic shift can now be seen in a new graphic profile. Intrum Justitia has gone from blue to green and from products to solutions.

This strategic shift is meant to strengthen the company's position and create room for both organic and financial growth as well as build a more modern company and more attractive working environment.

Fanny Wallér, newly appointed CMO at Intrum Justitia, explains.

“The goal is to create a unified company with a shared vision. Historically, the company has been a bit fragmented. Over the course of the past year we have embarked on a program to make better use of the synergies of our 24 markets. An important part of communicating Intrum Justitia's commitment to this change is to launch a new and consistent graphic profile.”

The branding project has been closely tied to the development of Intrum Justitia's future business. Intrum Justitia has traditionally been associated with debt collection. Now, however, work is under way to offer services as a provider of complete credit management services. The goal is to work closer with customers and to put people at the center of everything.

The company's employees have played an active part in forming Intrum Justitia's future and will continue to have a say in its continuing transformation. Employees will, with the help of various tools, activities and incentives, develop both the mindset and behaviour necessary to live up to the new brand promise.

“By involving everyone at the company,” adds Fanny Wallér, “the brand shift will become part of the everyday business and consequently visible to the outside world.”

The branding project has been carried out together with consultants

Beata Pontén and Karin O'Connor from ALLIES IN BUSINESS & BRANDS,
branding consultant Steve Strid from CREATIVE SERVICES and designers
Christophe Dolhem and Jan Vana at DOLHEM DESIGN

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Intrum Justitia is Europe's leading Credit Management Services (CMS) group, with revenues of approximately SEK 3.2 billion and around 3,100 employees in 24 markets. Intrum Justitia strives to measurably improve its clients' cash flows and long-term profitability by offering high quality in relationships with both clients and debtors in each local market. The group offers a wide range of services to manage commercial and consumer receivables. Intrum Justitia AB (ticker IJ) is listed on the Nordic Exchange, Mid Cap list. For more information, please visit www.intrum.com