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PrisXtra to open in Kungsholmen

The new store that Axfood will be establishing on Fleminggatan in Stockholm will be a PrisXtra.

In September 2007 Axfood signed a contract with Niam Fond III, the owner of the Roddaren 58 property, to establish a grocery store on Fleminggatan in Stockholm's Kungsholmen district. After Axfood acquired PrisXtra in January this year, with five stores in Stockholm, it was possible to choose this store concept for the Kungsholmen location.

"The decision is in line with PrisXtra's expansion plans in Stockholm," says Anders Strålman, President and CEO of Axfood.

The store will be located at the subway level at the corner of Fleminggatan and St Eriksgatan, and will open in autumn 2008.

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Axfood AB conducts retail trade through the wholly owned store chains Hemköp, Willys and Willys hemma, comprising approximately 220 stores, and wholesale trade through Dagab and Axfood Närlivs. In addition, Axfood collaborates with a number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp chain as well as stores run under the Handlar'n and Tempo profiles. In all, Axfood collaborates with over 500 proprietor-run stores. Axfood is listed on the Nordic Large Cap list of the OMX Nordic Exchange. Axel Johnson AB is the principal owner, with approximately 46% of the shares.