

RNB RETAIL AND BRANDS

RNB's sales in October 2007

RNB's total sales in proprietary stores in October 2007 amounted to SEK 249.6 M, compared with SEK 264.1 M in the corresponding month a year earlier, which is a decrease of 4.5 %.

Sales in comparable stores in October 2007 declined by 3.6%, compared with the corresponding month in the preceding year. In Sweden, sales in comparable stores declined by 4.7%.

The number of proprietary stores amounted to 243 at October 31, 2007, compared with 241 a year earlier.

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RNB RETAIL AND BRANDS AB is organized on the basis of two business areas – Polarn O. Pyret and a distribution platform for national and international brands. Polarn O. Pyret is a brand focused on baby and children's wear. The distribution platform consists of two main areas, Department Stores and Store Concepts. Department store operations are conducted via stores in the NK and Steen & Ström department stores. The store concepts comprise JC, J-Store, Brothers and Sisters.