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MARIMEKKO CORPORATION

PRESS RELEASE

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MARIMEKKO ASSUMES OWNERSHIP OF LONDON CONCEPT STORE

Marimekko's agent Skandium Ltd sold the Marimekko concept store in London to Marimekko Corporation on 1 April 2009. The shop, opened in 2002, is located in the heart of London at St. Christopher's Place. Marimekko's local operations will be administered by a new subsidiary, Marimekko UK Ltd. After the transaction, Skandium Ltd will continue as Marimekko's agent for the UK and the Republic of Ireland, concentrating on the development and expansion of Marimekko's dealer network in these countries.

"A company-owned store in London, in the centre of the world's fashion industry, supports Marimekko's internationalisation strategy. The shop allows us to have direct contact with the market and customers and to expand our experience in international retailing. But above all, it offers us an opportunity to showcase Marimekko design more extensively," says Mika Ihamuotila, President and CEO of Marimekko Corporation.

Marimekko has 23 retail shops of its own in Finland and three abroad: in Frankfurt, London and Stockholm. In addition, there are a total of about 50 retailer-owned Marimekko concept stores worldwide.

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Marimekko, established in 1951, is a leading Finnish textile and clothing design company renowned for its original prints and colours. The company designs and manufactures high-quality clothing, interior decoration textiles, bags and other accessories. Marimekko products are sold in over 40 countries. Products with Marimekko designs are also manufactured under licence in various countries. In 2008, the company's net sales amounted to EUR 81.1 million. Exports and income from international operations accounted for 27.0% of the Group's net sales. The Group employs about 410 people. The company's share is quoted on the NASDAQ OMX Helsinki Ltd.