

**Tilkynning um sölu fruminnherja og fjárhagslega tengdra aðila á hlutum í Mosaic Fashions hf., með vísan til 63. og 64. gr. laga nr. 33/2003, auk flöggunartilkynningar og upplýsinga yfir hluthafa í Mosaic Fashions hf. eftir viðskiptin sem eru fjárhagslega tengdir Tessera Holding ehf., með vísan til 32. gr. laga nr. 33/2003.**

**Sale by primary insiders and financially related parties of shares in Mosaic Fashions hf., with reference to article 63 and 64 of Act No 33/2003, along with major shareholding announcements and information on shareholders in Mosaic Fashions hf. that are financially related to Tessera Holding ehf., with reference to article 32 of Act No 33/2003.**

Reykjavík, 10. ágúst 2007. Neðangreindir fruminnherjar í Mosaic Fashions og fjárhagslega tengdir aðilar seldu í dag Tessera Holding ehf. hluti í Mosaic Fashions hf. samkvæmt þeim tilboðsskilmálum sem komu fram í tilboði Tessera og tengdra aðila um yfirtöku á Mosaic Fashions hf. Tilboðsverð Tessera er ISK 17,5 á hlut og verður kaupverð greitt í dag.

Reykjavík, 10 August 2007. The following primary insiders and financially related parties today sold shares in Mosaic Fashions hf. to Tessera Holding ehf. in accordance with the terms of the bid made by a consortium of investors, acting through Tessera Holding ehf. The bid price, ISK 17.5 per share, will be paid today.

Kennitala	Nafn	Heimilisfang	Eignarhlutir fyrir viðskiptin	Hlutir í eigu innherja eftir viðskiptin	Selt / (Keypt)	Eignarhlutfall í Mosaic Fashions hf. fyrir viðskiptin	Eignarhlutfall í Mosaic Fashions hf. eftir viðskiptin	Tegund innherja	Tengsl við útgefanda
ID number	Name	Address	Holdings prior to the transaction	Holdings following the transaction	Sold / (Bought)	Holding percentage prior to transaction	Holding percentage post transaction	Type of insider	Connection to Issuer
310154-2299	Geoffrey Norman Green	CASA-MIA, First Avenue, Hook End, Brentwood, Essex CM15 OHL, UK	43.750	--	43.750	0,00%	0,00%	Fruminnherji / Primary Insider	Lykilstarfsmaður / Key employee
091169-3559	Gunnar Snævar Sigurðsson	24 Kensall Mews, Kew Riverside, Kew Richmond TW9 4BP, UK	2.308.246	--	2.308.246	0,08%	0,00%	Fruminnherji / Primary Insider	Stjórnarmaður / Member of the Board
280459-2089	Jacqueline Luise Nolan	25 Dowding Way Leavesden Watford, Hertfordshire WD25, UK	2.817.755	--	2.817.755	0,10%	0,00%	Fruminnherji / Primary Insider	Lykilstarfsmaður / Key employee
150458-2349	Janet Patricia Suffling (Janet Hutton)	4 Fogwell Road, Botley, Oxon OX2 9SA, UK	65.054	--	65.054	0,00%	0,00%	Fruminnherji / Primary Insider	Lykilstarfsmaður / Key employee
030646-2749	John Stewart Binnie	36 Glebe Road, Barnes SW13 OEA, UK	4.655.486	--	4.655.486	0,16%	0,00%	Fruminnherji / Primary Insider	Stjórnarformaður / Chairman of the Board
310754-2189	Lynne Burstall	4 Tunley Road, Tooting Bec, London SW17 7QJ, UK	2.794.175	--	2.794.175	0,10%	0,00%	Fruminnherji / Primary Insider	Lykilstarfsmaður / Key employee
090174-2239	Mark Alan Turner	38 Mercers Ro, St Albans, Hertfordshire AL1 2QT, UK	21.529	--	21.529	0,00%	0,00%	Fruminnherji / Primary Insider	Lykilstarfsmaður / Key employee
021164-5189	Þór Sigfússon	Hólahjalla 11 200 Kópavogi	581.395	--	581.395	0,02%	0,00%	Fruminnherji / Primary Insider	Stjórnarmaður / Member of the Board
060768-3909	Halldóra Vífilsdóttir	Hólahjalla 11 200 Kópavogi	7.353	--	7.353	0,00%	0,00%	Fjárhagslega tengd Þór Sigfússyni / Financially related	Maki Þórs Sigfússonar / Spouse of Þór Sigfússon
020855-2669	Richard Glanville / Fjárhagslega tengdur Tessera Holding ehf.	Babshole Farm, Sudburys Farm Road, Little Burstead, Essex CM12 9SP, UK	97.165.510	71.315.808	25.849.702	3,35%	2,46%	Fruminnherji / Primary Insider	Fjármálastjóri / CFO
010150-2569	Derek Lovelock / Fjárhagslega tengdur Tessera Holding ehf.	Oldfields Farm, Amersham Road, Beaconsfield, Bucks HP9 2UG, UK	190.760.706	140.011.140	50.749.566	6,58%	4,83%	Fruminnherji / Primary Insider	Forstjóri / CEO

Kennitala	Nafn	Heimilisfang	Eignarhlutir fyrir viðskiptin	Hlutir í eigu innherja eftir viðskiptin	Selt / (Keypt)	Eignarhlutfall í Mosaic Fashions hf. fyrir viðskiptin	Eignarhlutfall í Mosaic Fashions hf. eftir viðskiptin	Tegund innherja	Tengsl við útgefanda
ID number	Name	Address	Holdings prior to the transaction	Holdings following the transaction	Sold / (Bought)	Holding percentage prior to transaction	Holding percentage post transaction	Type of insider	Connection to Issuer
060862-2659	Meg Lustman / Fjárhagslega tengd Tessera Holding ehf.	25 Sheriff Road, London NW6 2AS, UK	31.959.052	23.456.735	8.502.317	1,10%	0,81%	Fruminnherji / Primary Insider	Lykilstarfsmaður / Key employee
030466-2339	Sharon O'Connor / Fjárhagslega tengd Tessera Holding ehf.	15 Drylands Rd., Crouch End, London N8 9HN, UK	31.959.052	7.818.912	24.140.140	1,10%	0,27%	Fruminnherji / Primary Insider	Lykilstarfsmaður / Key employee
290472-2539	Hannah Russell / Fjárhagslega tengd Tessera Holding ehf.	17 Huntingdon Street, London N1 1BS, UK	25.566.105	1.428.176	24.137.929	0,88%	0,05%	Fruminnherji / Primary Insider	Lykilstarfsmaður / Key employee
410607-1310	Tessera Holding ehf.	Borgartúni 19 105 Reykjavík	--	1.055.434.890	(1.055.434.890)	0,00%	36,39%		Tilkynningarskyldur aðili á grundvelli 1. t.l. 1. mgr. 33. gr. laga nr. 33/2003
660307-1920	F-Capital ehf. / Fjárhagslega tengt Tessera Holding ehf.	Túngötu 6 101 Reykjavík	1.083.138.488	1.083.138.488	--	37,34%	37,34%		Samstarfsaðili yfirtökuþilboðs / Member of Bid Consortium
580706-1260	Gnúpur fjárfestingafélag hf. / Fjárhagslega tengt Tessera Holding ehf.	Laugavegi 182 105 Reykjavík	20.030.000	20.030.000	--	0,69%	0,69%		Samstarfsaðili yfirtökuþilboðs / Member of Bid Consortium
560882-0419	Kaupþing banki hf. / Fjárhagslega tengt Tessera Holding ehf.	Borgartúni 19 105 Reykjavík	375.414.167	375.414.167	--	12,94%	12,94%		Samstarfsaðili yfirtökuþilboðs / Member of Bid Consortium
0290961-2389 & 2290961-2389	Karen Millen & Trust / Fjárhagslega tengd Tessera Holding ehf.	UK	116.243.239	116.243.239	--	4,01%	4,01%		Samstarfsaðili yfirtökuþilboðs / Member of Bid Consortium
--	John Egan / Fjárhagslega tengdur Tessera Holding ehf.	33 Broom Water, Teddington, Middlesex TW11 9QJ, UK	--	--	--	0,00%	0,00%	Fruminnherji / Primary Insider	Lykilstarfsmaður / Key employee