

# RNB RETAIL AND BRANDS

## RNB's sales in July 2007

RNB's total sales in proprietary stores in July 2007 amounted to SEK 234.6 M, compared with SEK 123.3 M in the corresponding month a year earlier, which is an increase of 90.3%.

Sales in comparable stores in July 2007 increased by 18.4%, compared with the corresponding month in the preceding year. In Sweden, sales in comparable stores increased by 18.4%.

The number of proprietary stores amounted to 235 at July 31, 2007, compared with 117 a year earlier.

### **For further information, contact:**

Mikael Solberg, President and CEO, RNB RETAIL AND BRANDS  
+46 (0)8-410 520 20, +46 768 87 20 20, e-mail: [mikael.solberg@rnb.se](mailto:mikael.solberg@rnb.se)

Göran Blomberg, CFO, RNB RETAIL AND BRANDS  
+46 (0)8-410 520 99, +46 768 87 20 99, e-mail: [goran.blomberg@rnb.se](mailto:goran.blomberg@rnb.se)

Cecilia Lannebo, IR, RNB RETAIL AND BRANDS  
+46 (0) 8-410 520 45,+46 768 87 20 45, e-mail: [cecilia.lannebo@rnb.se](mailto:cecilia.lannebo@rnb.se)

*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.*