

RNB RETAIL AND BRANDS

RNB's sales in May 2007

RNB's total sales in proprietary stores in May 2007 amounted to SEK 221.3 M, compared with SEK 120.6 M in the corresponding month a year earlier, which is an increase of 83.5%.

Sales in comparable stores were unchanged in May 2007, compared with the corresponding month in the preceding year. In Sweden, sales in comparable stores declined by 1.4%.

The number of proprietary stores amounted to 233 at May 31, 2007, compared with 115 a year earlier.

For further information, contact:

Mikael Solberg, President and CEO, RNB RETAIL AND BRANDS
+46 (0)8-670 95 95, +46 (0)708-18 44 40, e-mail: mikael.solberg@rnb.se

Göran Blomberg, CFO, RNB RETAIL AND BRANDS
+46 (0)8-670 95 99, +46 (0)733-97 95 99, e-mail: goran.blomberg@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.