



Press release – May 7, 2007

Björn Borg AB listed on the Nordic Exchange

Today, Björn Borg AB, a Mid Cap company within Consumer Discretionary, has been listed on the Stockholm Stock Exchange. Björn Borg moves up from First North to the Nordic Exchange's main market.

Björn Borg (formerly Worldwide Brand Management AB) currently has operations in five product areas: clothing, footwear, bags, eyewear and fragrances. Björn Borg products are sold in ten markets in Europe, the largest of which are Sweden and the Netherlands. The Björn Borg brand was established at the end of the 1980's. The company has been traded on an alternative market place - the present First North - since December 2004.

"Björn Borg is a very good example on how our set up with our main market and our market for growth companies, First North, works. Companies can focus on growth and development on First North and then, when they are ready and fulfill with requirements for the main market, make the shift," says Jenny Rosberg, President of Company Services at OMX.

Photographs will be available on www.omxgroup.com/nordicexchange/marketnews/corporateactions/listings.

A round lot of shares in Björn Borg, whose short name is BORG, amounts to 100. Björn Borg is a Mid Cap company in the Consumer Discretionary sector.

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The Nordic Exchange

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