



Press release

Torsten Jansson has sold shares to managers in the executive board in New Wave Group AB (publ)

In connection with the strengthening of the executive board in New Wave Group, which was informed about in the company's report for the first quarter 2007, the company's CEO, Torsten Jansson, has through company sold 132,500 B-shares in New Wave Group to the new managers in the executive board. The transfers are made in the purpose of increasing the commitment and the long-term engagement in the company.

Gothenburg April 27, 2007

New Wave Group AB (publ)
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New Wave Group in brief

New Wave is a promotional and retailing company that concentrates on establishing, acquiring and developing trademarks, mainly within the promo wear, leisurewear and gift sector. New Wave operates within two business areas, in the Corporate Promotional area through sales to independent promotion companies, as well as in the Retailing business area via retailers mainly within sportswear and shoes. By operating within both areas, the Group's risk spreading and the coordination advantages increase.

