

marimekko®

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MARIMEKKO IS BUILDING INTERNATIONAL E-COMMERCE, STARTING IN THE UNITED STATES

Marimekko is continuing to expand its distribution and will launch e-commerce. Online retailing will augment Marimekko's existing distribution channels and will help to boost the company's internationalisation. The first online shop will be opened in the United States, and the aim is to have it up and running in summer 2011. After that, it is intended to start e-commerce in Finland, currently planned for the beginning of 2012. The long-term objective is to expand online retail operations into different countries in stages. The investment is valued this year at roughly one million euros and is included in the estimate of the total investments planned for 2011, which was announced earlier.

"We believe that, over the next five years, online retailing will constitute a major distribution channel for clothing, interior decoration products, bags and accessories for us, supporting and strengthening the sales of our own shops and of our dealers. By launching e-commerce, we aim to serve our customers also in areas where our products would not otherwise be available and to further raise Marimekko's profile. We are convinced that investing in an online shop is vital as we seek growth in the USA. The United States is the world's most important market for e-commerce, and this is why we want to open our first online shop there. In this way, we will also ensure wide availability for our products and at the same time gain valuable consumer information which we will be able to harness in developing our business in other regions as well. I believe that this and the other steps we have taken recently represent a logical advance along the road mapped out by our internationalisation strategy," says President and CEO Mika Ihamuotila.

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Marimekko, established in 1951, is a leading Finnish textile and clothing design company renowned for its original prints and colours. The company designs and manufactures high-quality clothing, interior decoration textiles, bags, and other accessories. Marimekko products are sold in about 40 countries. Products with Marimekko designs are also manufactured under licence in various countries. In 2010, the company's net sales amounted to EUR 73.3 million, of which international sales accounted for 29.4%. The Group employs about 390 people. Marimekko's shares are quoted on NASDAQ OMX Helsinki Ltd.

www.marimekko.com