Press release, March 14, 2007

Order value for fall/winter 2007/2008

Gant reports an estimated order value for the fall/winter collection 2007/2008 amounting to SEK 1,664 million at the wholesale level, an increase of 14 per cent compared with an order value of SEK 1,465 million for the fall/winter collection 2006/2007.

About Gant's estimated order value
Gant's estimated order value is the preliminary value at the wholesale level of all, external and directly owned, master franchisees' orders for the forthcoming main collection. The outcome of the sale of the collection is dependent on the outcome of the actual wholesale and retail sales.

Since most of the wholesale and retail sales are generated by external master franchisees, there is no direct connection between order value for a collection and the Gant Group's revenues. The sales outcome for a collection is distributed over a number of quarters and in the form of varying types of revenues: royalties based on each master franchisee's actual wholesale sales, service revenue based on purchases as well as Gant's proprietary wholesale and retail sales in Sweden, the UK and US.

Gant will announce the estimated order value for the forthcoming fall/winter collection in March and the forthcoming spring/summer collection in September each year, following the completed sales to master franchisees.

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GANT is a Swedish company marketing and developing an international lifestyle brand with origins in the casual apparel and lifestyle of the American East Coast, where the brand was established in 1949. Today, GANT is sold in more than 70 countries through more than 270 independent GANT stores and over 4,000 selected retailers. The collections comprise clothes for men, women and kids. In addition, watches, footwear, eyewear, fragrance and home furnishings are licensed under the GANT brand. In 2006, brand sales amounted to SEK 6,200 million. The Gant share is traded on the Stockholm Stock Exchange since March 2006.