

BJÖRN BORG LAUNCH AT SELFRIDGES, ENGLAND

The brand Björn Borg is being launched at the well-known fashion department store Selfridges in England. This investment is yet another step in the brand's international expansion, that has been intensified during this autumn.

Selfridges is the first distributor in England offering Björn Borg products. The launch is taking place in Birmingham in connection with the Life Time Achievement Award being bestowed upon Björn Borg at a BBC gala event in the city on December 10. The brand is at the same time being introduced at Selfridges in London and Manchester.

"The launch at Selfridges is the start of the establishment of Björn Borg in the large and very important English market. It feels right that the launch is taking place here – both the brand Björn Borg and Selfridges stand for creativity and innovation. Besides, the well-known fashion department store is a good platform from which to build the brand and at the same time get the opportunity to create volumes", says Jimmy Johansson, Marketing Director for WBM.

A complete assortment of men's underwear is being offered in a seven meter long Björn Borg department. Furthermore, you can find underwear for ladies as well as swimwear in the department store. The Björn Borg department is designed in cooperation between Björn Borg and the architectural firm Wester + Elsner.

The WBM Group

The business concept of the WBM Group is to develop and operate the Björn Borg brand in the international fashion market. Today, operations comprise the following five product areas: clothes, footwear, bags, eyewear and fragrances. Björn Borg products are sold in ten European markets, of which Sweden and the Netherlands are the most important. For the first nine months in 2006, sales of Björn Borg products were estimated at approximately SEK 920 M at the consumer level. During the same period, Group sales amounted to SEK 216 M and net profit before taxes amounted to SEK 47 M. Total number of employees are 49. WBM's share is listed on First North since December 2004.



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