

## New Menswear diffusion line from Bjorn Borg

### BACKGROUND

Naturally, the concept starts off with Bjorn Borg's extensive tennis career. On the court, Borg was strong, fast and unforgiving, and overnight he became more popular than many celebrities of his time. His great victories are fundamental to the brand, but most of his fans did not only care about the sport but about Bjorn Borg himself. Borg's irresistible looks with his long blond hair, athletic body and typical Scandinavian shyness turned him into an essential style icon during the 70's and 80's.

### The collection for Spring/Summer 2008 is all about being fascinated by sports

A certain sport, an evident sport, a classic sport, a sport with top of mind colours. Inspired by our legacy, we have chosen to celebrate and create new perspectives on sports. Keeping an eye on 1978-82 New York. A young Dustin Hoffman breathing and thinking in the Marathon man. Behaviours and disciplines meeting boarding school atmosphere, prominent sport geeks using low tech sports.

"The collection is about fresh sport fashion. We find new angles and expression in the legacy of Bjorn Borg on court 1978 -1982", says Peter Simonsson, Creative Director at Bjorn Borg AB.

A selection of wearable and washable windbreakers, parkas, shirts and twill ties that go well together with WCT tennis shorts. The collection includes everything sporty between crotch patch pants to suit jackets, shedding light on classic melange and colour blockings. That is our definition of good looking sport.

For more information and high resolved pictures, please contact:

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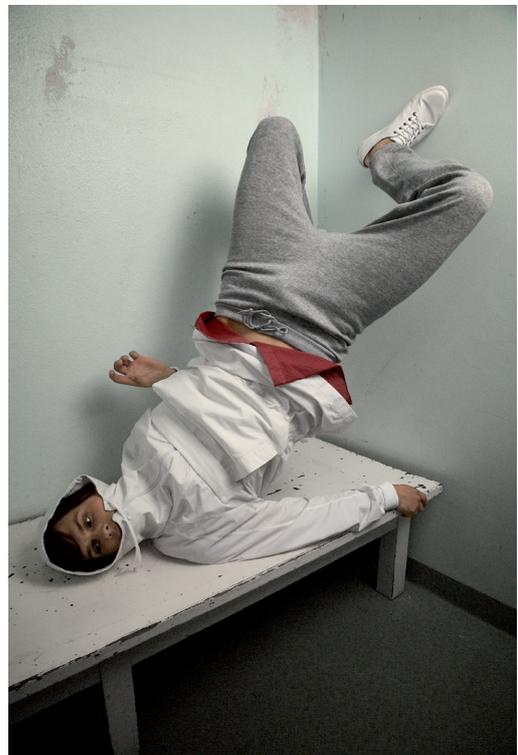
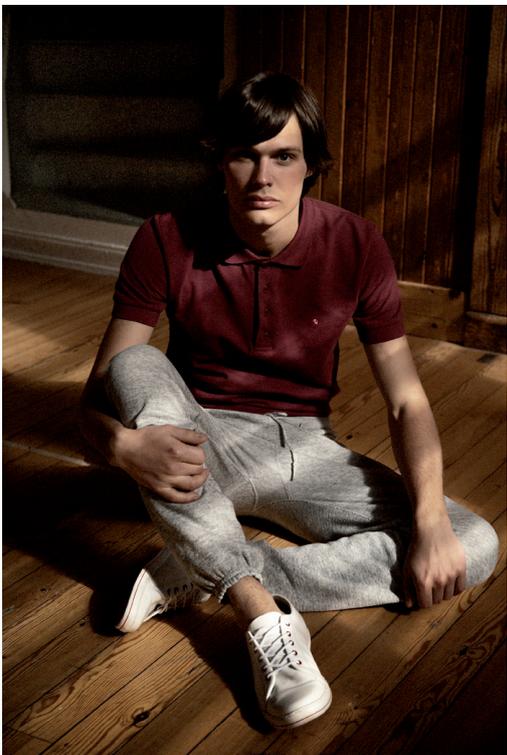
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### About Bjorn Borg

The Group develops and conducts its operations under the Bjorn Borg brand. The operations currently comprise the following five product areas: clothing, footwear, bags, eyewear and fragrances. Bjorn Borg products are sold in ten markets in Europe, the largest of which are Sweden and the Netherlands. Sales of Bjorn Borg products in 2006 totaled SEK 1,404 million at the consumer level. The Group's sales during the same period amounted to SEK 325 million and profit after financial items to SEK 81 million. The company has 64 employees. The Bjorn Borg share has been traded in the Mid Cap segment of the Stockholm Stock Exchange's Nordic List since May 7, 2007.



BJÖRN BORG  
PRESENTS THE SPRING / SUMMER 2008 COLLECTIONS  
AT THE FOLLOWING FAIRS

BREAD & BUTTER  
TRADESHOWS FOR SELECTED BRANDS  
Barcelona, 04. – 06. July 2007, Fira Barcelona, Avenida Reina Ma Cristina s/n  
Menswear - Superior Area 43.2, Underwear - Superior Area 18.1

CPH VISION / THE FASHION FAIR  
Copenhagen, 09. – 12. August 2007, Halmtorvet 11 Copenhagen V  
Menswear - Øksnehallen, Underwear - Øksnehallen

SALON WHO'S NEXT  
Paris 06. – 09 September 2007, Porte de Versailles - Hall 1  
Underwear - Face Area