



Stockholm, October 9, 2007

Nomination Committee in Björn Borg AB

Pursuant to the resolution of the Annual General Meeting, Björn Borg's Nomination Committee shall consist of the Chairman of the Board and one representative of each of the company's three largest shareholders, measured in terms of votes. The shareholders have now appointed their representatives for the Nomination Committee.

In preparation for the Annual General Meeting 2008, Björn Borg's Nomination Committee is comprised of the following members:

Fredrik Lövestedt, Chairman of the Board.

Martin Bjäringer, who represents himself as a shareholder (through Dirbal B.V.).

Åsa Nisell, who represents Swedbank Robur Funds.

Mats H Nilsson, who represents himself as a shareholder. Mats H Nilsson is a member of the board of Björn Borg AB.

The Chairman of the Nomination Committee is Martin Bjäringer.

The Annual General Meeting will be held in Stockholm on April 10, 2008.

Shareholders who wish to present proposals to Björn Borg's Nomination Committee may do so by e-mail to valberedning@bjornborg.com or in writing to Björn Borg AB, Attn.: Nomination Committee, Götgatan 78, SE-118 30 Stockholm, Sweden, no later than February 21, 2008.

For further information, please contact:

Fredrik Lövestedt, Chairman of the Board, mobile +46-708-59 54 80, fredrik.lovstedt@bjornborg.com

Martin Bjäringer, Chairman of the Nomination Committee, mobile +46-70-423 59 04, martin.bjaringer@bjornborg.com

About Björn Borg

Björn Borg AB develops and manages the Björn Borg brand. Operations currently span five product areas – clothing, footwear, bags, eyewear and fragrances – which are sold in ten European markets, the largest of which are Sweden and the Netherlands. Total sales of Björn Borg products for 2006 amounted to SEK 1.4 billion at the consumer level. Consolidated revenue in the same period was SEK 325 million, with profit after financial items of SEK 81 million. Björn Borg has 64 employees and its share is traded on the OMX Nordic Exchange, Mid Cap list since May 7, 2007.