

## BJÖRN BORG TAKES INNOVATIVE AND CREATIVE APPROACH IN LAUNCHING THE NEW BJORNBORG.COM

### BJÖRN BORG EMPHASIZES ITS INTERNET PRESENCE WITH MAJOR LAUNCH OF NEW WEBSITE

Björn Borg today is launching its new website. The visuals are sumptuous and inviting and include a fictitious office run by a cast of compelling characters playing a variety of roles in the company. There is also a clear connection to the brand's heritage, inspired by Björn Borg's legendary tennis career.

### E-COMMERCE PAVES THE WAY TO NEW MARKETS

The website also introduces the Björn Borg web shop, which will initially sell underwear. The aim is to support existing markets and expand physical distribution in new markets. The web shop is designed to give consumers the same experience as a brick-and-mortar concept store. The idea is to avoid the static feeling often conveyed by conventional web shops.

### USER-GENERATED CONTENT AND CONSUMERS' IMAGES

But there is more than just shopping. Björn Borg wants to invite visitors, with tongue-in-cheek seriousness, on various assignments to make the world a little nicer place to live in. Called "Björn Borg Missions," they will be launched in late October 2007. Under the heading "Swedish Export," wearers of Björn Borg underwear are invited to share their personal images from every corner of the globe.

"The Internet is clearly becoming one of our most important communication channels and will play a central role in our international branding efforts," says Jimmy Johansson, Vice President of Björn Borg AB.

The concept for the website was developed together with the award-winning online communication agency Farfar.

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*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 more than ten 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 a 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.*



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