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# BJORN BORG PRESSRELEASE

## **Björn Borg challenges paparazzi photographers with a new mission on the web.**

**The previous mission, Peace on Earth, was based on Björn Borg encouraging the earth's population to send their "not sexy" underwear to the company. These will be sent on to the war mongers voted most unpopular. Today, the company is introducing a new mission on their web-page - "Top paparazzi exposed"**

With a lot of humour and some seriousness, Björn Borg engages Swedish comedians, Kristoffer Svensson and Simon Svensson, from the radio programmes "Pang Prego" and "Hej domstol", to make prank calls to well-known paparazzi photographers. Browse to the homepage and listen to these joke calls.

"The paparazzi photographers use any means to catch well-known people on pictures. Now, it's time to turn the tables and in a fun way get back at them in the same way", says Rocky af Ekenstam Brennicke, PR / Event Manager at Björn Borg.

At [www.bjornborg.com](http://www.bjornborg.com) visitors can, for example, listen when one of the comedians makes a joke call to a British picture agency in order to sell naked pictures of a Swedish soap actor or phones to one of Hollywood's biggest paparazzi early a Sunday morning.

Enclosed is a file with one of the prank calls. You can find the campaign on [www.bjornborg.com](http://www.bjornborg.com)

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### *About Björn Borg*

*The Group owns the Björn Borg trademark and has operations in five product areas: clothing, shoes, bags, eyewear and fragrances. Björn Borg products are sold in over ten markets, of which Sweden and Holland are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own concept stores. Total sales of Björn Borg products in 2007 amounted to approximately SEK 2.2 billion at the consumer level. Group net sales amounted to SEK 495 million as per December 31, 2007, with 79 employees. Björn Borg is listed on the OMX Nordic Exchange in Stockholm.*