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Press release

Björn Borg recruits top manager from Whyred

Martin Sjöström has been recruited to the position of Business Area Manager for clothing, Björn Borg's largest product area, and will be a member of the management team. Most recently he worked for the fashion company Whyred, where he served as president since 2005. Prior to that he spent seven years in various posts with the jeans company Acne. Martin Sjöström, 37, has a BA from the University of Oxford.

"I am very pleased that we have hired Martin Sjöström to head the important product area for clothing. With his extensive experience from senior positions in the fashion industry, he is a valuable resource for Björn Borg's further expansion internationally," says President Nils Vinberg.

Martin Sjöström takes up his new post in August 2008.

For further information, please contact:

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About Björn Borg

The Group owns the Björn Borg trademark and has operations in five product areas: clothing, footwear, 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. The Björn Borg share is listed on the OMX Nordic Exchange in Stockholm since May 7, 2007.