

15 October, 2008

**Press release**

**Björn Borg will hold a press meeting at its offices on Götgatan 78 in Stockholm today at 10:30 am.**

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## **Arthur Engel new President of Björn Borg**

**Björn Borg, one of Sweden's most successful brands, is strengthening its management and hiring a competent, experienced team to lead its continued international expansion. Arthur Engel, former President of Gant, has been named the new President, and Henrik Fischer, former President of Polarn O. Pyret and Director of Operations for Gant, will be Vice President and International Sales Director. At the same time, current President Nils Vinberg will leave his operating role after nearly ten years in Björn Borg's management and become Vice Chairman of the company.**

As a result of these changes, Björn Borg will retain Nils Vinberg's competence and extensive knowledge of Björn Borg's operations, at the same time that operating management, through the appointments of Arthur Engel and Henrik Fischer, will add unique know-how and experience in successfully developing a Swedish brand in the international apparel market.

*"Nils Vinberg has done a fantastic job as President and has been an important driving force developing Björn Borg to a listed billion kronor company with representation on 16 markets. We have been discussing for some time how we could strengthen our prospects of further international expansion. Now we take the next step in the development of the company and are very pleased to have hired Arthur Engel and Henrik Fischer, both providing important competence for powerful efforts going forward",* says Fredrik Lövestedt, Chairman of Björn Borg.

**Arthur Engel**, 40, was previously President of Gant, where he led, over a seven-year period, improvements to company's product offering and a profitable geographic expansion. Prior to that, he held executive positions with Leo Burnett Sweden and gained many years of experience in branding and the retail sector. **Henrik Fischer**, 41, most recently served as President of Polarn O. Pyret, prior to which he spent 17 years with the Gant group, where he was responsible for production, new markets and the licensees, among other things. Arthur Engel and Henrik Fischer will take up their new positions on November 3.

*"Henrik and I feel honored for this opportunity to work with one of Sweden's strongest brands internationally. We hope, and believe, that with our know-how and experience we can contribute, together with the team at Björn Borg, to the steering of the brand, the company and the distribution model toward new goals,"* says Arthur Engel, the newly appointed President of Björn Borg.

Björn Borg has previously offered other employees and the company's management the opportunity to acquire warrants as part of a number of incentive programs. The Board of Directors of Björn Borg now intends to decide whether to call an extraordinary general meeting to ratify a new incentive program for Arthur Engel and Henrik Fischer, which would give them the opportunity to acquire a total of 1,250,000 warrants, each entitling them to subscribe for one new share in Björn Borg.

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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 around fifteen 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.*