

February 12 2009  
Stockholm



# BJORN BORG PRESSRELEASE

## Break up – in the name of love – Fashion Company Björn Borg encourages people to break up

**Björn Borg proclaims love. Still, the Swedish fashion company encourages people to break up. But the idea behind more breakups is part of the ultimate goal: Love For All. Björn Borg is simply aiming for people in bad relationships to move on.**

To help out in finding true love, Björn Borg has created a free dating site at [bjornborg.com/love](http://bjornborg.com/love). If you are unsure whether you should break up or not, Björn Borg also offers an online test.

"Björn Borg is encouraging people to break up in the name of love. People that have not yet found their true love should give it a go at our dating site. It is a 100 per cent chance to get a date. A virtual one to start with", says PR and Event Manager of Björn Borg, Rocky af Ekenstam Brennicke.

February 13<sup>th</sup> will be the official Break Up Day. The Björn Borg stores will arrange activities and hand out "I Loved You" cards.

Besides love for all Björn Borg also aims to create peace on earth. The fashion company has sent old underwear from consumers to George W. Bush. The former US President was selected recipient after consumers sent in their old underwear and voted on the site to decide who would receive the mountain of underwear.



*Cards to be handed out at  
Break Up Day, February 13th.*

"Our consumers can follow our struggle for peace on earth and love for all at our site [bjornborg.com](http://bjornborg.com). Anyone can still send in his or her old underwear and vote for which warmonger the underwear should be delivered to. People in bad relationships breaking up is an important step towards achieving love for all", says Rocky af Ekenstam Brennicke.

### Best breakup tracks:

Greg Kihn Band "The Breakup Song" (1981)  
Alanis Morissette "You Oughta Know" (1995)  
Paul Simon "50 Ways to Leave Your Lover" (1976)  
Kelis "Caught Out There" (1999)  
Abba "Knowing Me, Knowing You" (1977)

### Breakups we remember:

Jennifer Aniston och Brad Pitt  
Paul McCartney and Heather Mills  
Madonna and Guy Ritchie  
Tom Cruise and Nicole Kidman

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*About Björn Borg The group company owns the Björn Borg trademark and operates within the five product areas of clothes and shoes as well as bags, eyeglasses and perfumes. Björn Borg products are sold on more than ten markets, of which Sweden and Holland are the largest. The Björn Borg group operates its own business within all lines of trade, from trademark development to consumer sales at their own concept boutiques. The sales of Björn Borgs consumer line products for 2007 were calculated to approximately SEK 2.2 billion. The net 2007 turnover of the group was MSEK 495 and the number of employees at year-end was 79. Björn Borg is listed on the OMX Nordic stock exchange in Stockholm*