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Press release

The Nomination Committee's proposal regarding the Board of Directors of Björn Borg AB (publ)

The Nomination Committee of Björn Borg will, at the annual general meeting 2009, propose that Monica Elling and Fabian Månsson be elected as new members of the Board of Directors of Björn Borg.

Fabian Månsson, born 1964, has since 2008 been active as an industrial adviser. Fabian Månsson is an internationally experienced leader within consumer goods and strong trade marks and has a documented track record of managing companies in both growth and international expansions as well as in turn-around and reconstructions. During the last year, Fabian Månsson has acted as an industrial adviser to the group management of inter alia Hugo Boss and Mavi Jeans. Fabian Månsson has also been active in the United States as CEO, President and member of the Board of Directors of Eddie Bauer Inc during 2002-2007. Fabian Månsson worked as an EVP at Spray Ventures AB 2000-2001. During the years 1991-2000, Fabian Månsson worked at H&M Hennes och Mauritz AB having positions as CEO (1998-2000), Purchasing Manager (1997-1998) and Division Manager (1993-1997). Fabian Månsson has a degree from the Stockholm School of Economics. Fabian Månsson is independent in relation to the company and its management and also in relation to the companies' larger shareholders.

Monika Elling, born 1962, assumed her present position as financial director at Intrum Justitia in 2005. Prior to this she was an analyst at Enskilda Securities in Stockholm. During the period 1987-1989 she was Financial Director and Administrative Manager at Sandvik Öberg, and in 1989-1992 she served as business controller with acting branch manager responsibility at Industor. From 1992 to 1994 she was the CFO and COO of Arrow Lock Group in the U.S., now part of the Assa Abloy Group. Between 1994 and 1998 Monika Elling worked for Securitas, mainly as manager of Cash Handling Services. She has a degree from the Stockholm School of Economics combined with MBA studies at McGill University in Montreal, Canada, as well as a mechanical engineering degree from Teknikum Växjö. Monika Elling was a member of the Board of Directors of AB Lindex until the year-end 2007. She is independent in relation to the company and its management and also in relation to the companies' larger shareholders.

In addition, the Nomination Committee proposes that Fredrik Lövestedt, Mats Nilsson, Vilhelm Schottenius, Michael Storåkers and Nils Vinberg be re-elected as members of the Board of Directors. Furthermore the Nomination Committee proposes that Fredrik Lövestedt be elected as Chairman of the Board of Directors. Håkan Roos and Lottie Svedenstedt have declined re-election.

Information about the members of the Nomination Committee and the present Board of Directors may be found on Björn Borg AB's website, www.bjornborg.com. Other proposals from the Nomination Committee will be presented in the notice for Björn Borg's Annual General Meeting. Björn Borg's Annual General Meeting will be held on Thursday, April 23, 2009 in Stockholm.

For more information, please contact

Fredrik Lövestedt, Chairman of the Board of Directors, phone +46 708-595480
Stefan Roos, Chairman of the Nomination Committee, phone +46 8-6769013

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 2008 amounted to approximately SEK 2.5 billion at the consumer level. Group net sales amounted to SEK 527 million as per December 31, 2007, with 88 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic in Stockholm since May 7, 2007.