

BJÖRN BORG PRESSRELEASE

Björn Borg Spring/Summer Underwear Collection 2010

For the collection of spring/summer of 2010, Björn Borg divides the underwear collection into five lines, reflecting different styles, making it easier for the consumer to find the perfect model.

FIVE LINES

Fun – Fun consists of the Björn Borg underwear that has become the trademark of the brand: playful, creative and innovative with lots of energy for both him and her - fashion underwear with a sporty twist. The spring/summer line contains lots of prints and hand drawn patterns with inspiration from the music scene in comfortable cotton/elastane.

Sport – The sport line is not hardcore technical, but rather flirts with the world of sports: full of energy and comfortable in vibrant colours for both him and her - sporty underwear with a fashion twist. Comfortable materials in cotton/elastane and micro mesh for an active lifestyle. A unisex concept with inspiration from graphics and motives from the world of tennis, playing around with the Björn Borg brand name. The colours of the spring/summer line of 2010 are basic but bright.

Original – The Original line consists of underwear reminiscent of the early Björn Borg collections: very classical style with a more subtle logotype for him. The tennis heritage is obvious with an up-to-date and stylish twist. Clean models in white, red, navy and grey melange.

Neat – The neat concept stands for feminine simplicity in vibrant colours. Transparent material gives the Neat line an exclusive, yet minimalistic touch: underwear with a lighter feeling for her.

Love All – Love All is a new line for her; just one single design in thin microfibre that comes in 10 different colours. The Love All line will be a price worthy Björn Borg alternative: quick and accessible in an explosion of colour.

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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 Björn Borg 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, 2008, with 88 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic in Stockholm since May 7, 2007.



Fun for him

Fun for her

Sport for him



Sport for her

Original

Neat



Love All in 10 colours