

Stockholm 30 June 2009

Press release

Increased number of shares in Björn Borg

Holders of warrants in Björn Borg AB (publ) have subscribed for shares in Björn Borg by exercising such warrants. As a result, the number of shares in Björn Borg has increased by 89,200 shares during June 2009. The number of shares in Björn Borg is, following the increase, 25,148,384 shares.

This information is published pursuant to the Swedish Financial Instruments Trading Act (1991:980), Chapter 4, paragraph 9.

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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 almost SEK 2 billion, excluding VAT, 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.