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Spreading the spirit of Björn Borg all over the world **– Swedish Exports are showing the spirit at bjornborg.com**

The Björn Borg consumers have the spirit; they're an inspiration to others and are showing this by posting photos of themselves wearing Björn Borg underwear in the most spectacular settings at bjornborg.com. The fashion company is now set on spreading the Björn Borg spirit all over the world via their "Swedish Exports" and is launching a challenge: Björn Borg underwear in every country of the world, documented at bjornborg.com.

– The spirit of our consumers has encouraged us to set this goal. Not the least, Swedish golfer, Henrik Stenson, inspired us. At an international golf tournament in Florida earlier this year, he stripped to his Björn Borg undies to play the ball from muddy water. That's what we call the spirit, says Rocky af Ekenstam Brennicke, PR and Event Manager at Björn Borg.

Apart from aiming for consumer images from all over the world, Björn Borg is also putting up challenges such as "Björn Borg underwear at the highest peak" and "Björn Borg underwear in the hottest spot". A "Swedish Export" of the month will be nominated that, apart from the honour, wins his or her own weight in underwear.

– We've received quite exceptional photos from our consumers, wearing Björn Borg underwear in the most amazing set-ups. People from 31 different countries have already posted photos, quite many of them from countries where we don't even have any retailers. Now we want to spread the spirit all over the world and fill the rest of the map with Swedish Exports, says Rocky af Ekenstam Brennicke.



All photos will be available for viewing at bjornborg.com and the company is aiming at covering the map by the end of this year. The country that has posted most photos will win a great surprise when the entire map is covered.

Anyone can enter the challenge at bjornborg.com/spirit

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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.