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BJÖRN BORG

BORG AND MCENROE TAKE THEIR RIVALRY TO THE NEXT LEVEL

The greatest sports duo of all time, Björn Borg and John McEnroe, will now join forces through the launch of a limited edition underwear collection. The unique collaboration will launch in August this year and a portion of the revenues will be donated to the John and Patty McEnroe Foundation.

The collection of four different underwear styles, two designed by Borg and two designed by McEnroe, will be launched in the beginning of August. The underwear is produced in a limited edition and will be available only for a short period of time. The collection is inspired by the golden age of tennis and has an air of the 80's, the era when the almost four hours long Wimbledon final between the two friendly rivals took place.

- I'm very excited to do this collaboration with another great tennis legend. McEnroe is the perfect match to Björn Borg and the collaboration reflects our heritage and core values, says Arthur Engel CEO at Björn Borg.

In addition to the 4% from the sales donated to charity, the collaboration will also involve a charity auction. In the online based auction ten unique pieces of Borg and McEnroe tennis memorabilia as well as one hour ball time with each of the tennis icons will be offered to the public, starting on July 2. All proceeds will be donated to the John and Patty McEnroe Foundation, who in turn will benefit a number of charities such as Laureus USA, J/P Haitian Relief Organization and Riverkeeper.

This is the first time ever that another name than Björn Borg will be covering the underwear's waistbands; the McEnroe designs will sport a special waistband, featuring his own name. The limited edition collection will be available on 17 markets, including large parts of Europe, Canada and the USA as well as through the Björn Borg web shop.

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Press material can be downloaded at: www.bjornlovesjohn.com/press

The Group owns the Björn Borg trademark and its core business is underwear. It also offers clothes, footwear, bags, eyewear and fragrances through licensees. Björn Borg products are sold in around twenty markets, of which Sweden and the Netherlands 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 2010 amounted to almost SEK 1.7 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 536 million as per December 31, 2010, with 100 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007