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Press release

BJÖRN BORG LAUNCHES ITS FIRST UNDERWEAR CANDY STORE IN ENGLAND

Björn Borg brings its new store concept Candy Store further, and opens its first underwear kiosk in Bluewater Shopping Centre, right outside of London.

Björn Borg's Candy Stores are designed like a kiosk – an island without surrounding walls and with the products visible for passers-by.

“In line with our expansion plan we now take our Candy Store-concept internationally further. We have previously opened Candy Stores in both Germany and Gallerian in Stockholm and plan to introduce the concept on more markets. This type of store reflects our brand exceptionally well and makes our lines of underwear more accessible to the customer”, comments Arthur Engel, CEO of Björn Borg.

Bluewater is one of the premier shopping malls in England, where Björn Borg's Candy Store is situated in the newly opened Guildhall. Björn Borg has had presence in England since 2005 and are previously represented by shop-in-shops, among other places in the department stores Selfridges and Harrods. The opening of the Björn Borg Store in London is one step in the expansion plans for the important English market. The ambition is to increase presence with more retail outlets and own stores in selected parts of the country.

Press images are available at: press.bjornborg.com

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About Björn Borg

The Group owns the Björn Borg trademark and its operations are focused on underwear. To that is offered adjacent products, footwear and through licensees also 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 2011 amounted to around SEK 1,7 billion, at the consumer level. Group net sales amounted to approximately SEK 536 million as per December 31, 2011, with 131 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic in Stockholm since 2007.