

Stockholm, November 12, 2012

**Press Release**

**MASS EVENT UNCOVERED NEW BJÖRN BORG STORE IN SHANGHAI  
200 000 SHOPPERS VIEWED GANGNAM STYLE FLASHMOB**

Are you ready? This is how the text on the LED light T-shirts read on models in the Cloud Nine shopping centre in Shanghai this weekend. Over 200 000 Shanghai shoppers were ready to witness Swedish fashion brand Björn Borg's launch event for the opening of the company's first stand-alone store in China. The Gangnam style flashmob attracted lines of curious shoppers to the new store.

"We are thrilled over the amazing response that we got during our launch weekend of this store and hope to stay top-of-mind for the busy Shanghai shoppers also with time. Since the opening of our first Chinese shop-in-shop in August we see great potential for further expansion here in China", comments Arthur Engel, CEO at Björn Borg.

The new Concept Store of 122 sqm is located in the Fashion Lifestyle department of the Cloud Nine Shopping Centre in the heart of Shanghai's busy Changing District. Cloud Nine attracts 100 000-300 000 visitors per day and is one of the largest Shopping Centres in Shanghai.

PRESS IMAGES available at: [press.bjornborg.com](http://press.bjornborg.com)

VIDEO from event:

Youku : [http://v.youku.com/v\\_show/id\\_XNDczNzY4ODIw.html](http://v.youku.com/v_show/id_XNDczNzY4ODIw.html)

Tudou : <http://www.tudou.com/programs/view/FwFH6DLYxfY/>

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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.