



PRESS RELEASE, 11 December 2008

Axfood once again in cooperation with Vi stores

Axfood and the Vi Retailers Association today entered into a cooperation agreement. The agreement, which will take effect in November 2009, has a term of five years.

Under the terms of the agreement, the Axfood Group will supply retail food products to Vi stores through Dagab, Axfood's wholly owned logistics company. The agreement also entails the inclusion of Vi stores in Axfood's purchasing operations and will create opportunities for more in-depth cooperation in such areas as store establishment, product range issues, IT and training.

"Together with the Vi stores we are creating a long-term and competitive alternative for food retailers in Sweden," says Anders Strålman, President and CEO of Axfood. "This cooperation also enhances Axfood's total purchasing power – together we will be stronger in the Stockholm area."

Bo Rundström, President of the Vi Retailers Association, comments: "The trend in recent years shows that we must create a strong platform for independent food retailers, where we can develop our strength in having proprietor-run stores. Together with Axfood we can develop, deepen and strengthen our competitive ability and offer our customers undiminished freedom of choice and attractive prices."

The practical work surrounding the cooperation will begin immediately. Dagab will begin delivering products to the Vi stores on 1 November 2009.

For further information, please contact:

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Invitation to press conference

Welcome to a press conference to be held at 1.30 p.m. today, 11 December 2008, at the head offices of the Vi Retailers Association, Gjörwellsgatan 28, Stockholm.

Participants:

Vi Retailers Association: Bo Rundström (President) and Claes Andersson (Chairman)

Axfood AB: Anders Strålman (President and CEO) and Anders Quist (Head of Business Development)

For practical matters concerning the press conference, please contact Henrik Engberg, tel. +46-70 565 15 62.

***Axfood AB** conducts retail trade through the wholly owned store chains Hemköp, Willys, Willys hemma and PrisXtra, comprising approximately 220 stores, and wholesale trade through Dagab and Axfood Närlivs. In addition, Axfood collaborates with a number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp chain as well as stores run under the Handlar'n and Tempo profiles. In all, Axfood collaborates with over 500 proprietor-run stores. Axfood is listed on the Nordic Large Cap list of the OMX Nordic Exchange in Stockholm. Axel Johnson AB is the principal owner, with approximately 46% of the shares.*

*The **Vi Retailers Association (Vi-butikerna)** is a voluntary chain of proprietor-run retail food stores comprising approximately 80 stores across Sweden, with combined annual sales of approximately SEK 5 billion. The association supports its members in the areas of purchasing, marketing, store development, environmental work and financing matters. Every week some 1 million customers visit stores in the Vi chain.*