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Åsa Domeij blogs on new axfood.se

Axfood is launching a new website for the group with new features such as a blog, news updates and links to social media. Åsa Domeij, Head of Environment and Social Responsibility, will be starting a blog tackling the latest issues concerning the environment, corporate responsibility and the industry (in Swedish).

The website is completely new, with a simpler approach to structure, new design and information.

“The biggest change compared with the old site is mainly the expansion of information on environmental and social responsibility, and the fact that our Head of Environmental Affairs has started a blog. Other innovations include functions such as sharing information with social media, news updates with a comments function and regular publication of press releases and news on Axfood’s Twitter page,” explains Camilla Weiner, Head of Corporate Communications at Axfood.

Visit us at www.axfood.se and follow us on Twitter, www.twitter.com/axfood (in Swedish).

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Axfood AB conducts food retail and wholesale trade in Sweden. The Group’s retail operations are conducted through the wholly owned Willys, Hemköp and PrisXtra chains, comprising 226 stores in all. In addition, Axfood collaborates with a large number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp and Willys chains as well as stores run under the Handlar’n and Tempo profiles. In all, Axfood collaborates with some 650 proprietor-run stores. Wholesale business is conducted via Dagab and Axfood Närlivs. Axfood is listed on Nasdaq OMX Stockholm AB’s Large Cap list. Axel Johnson AB is the principal owner with approximately 46% of the shares.