



PRESS RELEASE 20 October 2010

Axfood AB appoints Anne Rhenman Eklund as new Head of Corporate Communications

As Head of Corporate Communications Anne Rhenman Eklund will be responsible for internal and external communications, including the overall responsibility for sustainability affairs, public relations, crisis communication and branding strategy. Anne Rhenman Eklund will report to President and CEO Anders Strålman and be a member of Axfood's Executive Committee.

Anne Rhenman Eklund has been with Axfood since 2007 as Head of Investor Relations. During a transition period she will assume this responsibility as well.

Anne Rhenman Eklund has a long and broad-based communications background. She has previously held the roles as Director Corporate Communications and Investor Relations in Q-Med AB and in Axis Communications AB. Anne has also a long experience as senior consultant in several communication agencies.

Anne will assume her duties as from today.

For further information, please contact:

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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 230 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 840 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.