

Stockholm 18 March 2008

**Press release**

## **Björn Borg's annual report 2007**

The annual report for 2007, Swedish version, is now available at Björn Borg's website, [bjornborg.com](http://bjornborg.com). An English version will be published shortly.

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### **Om Björn Borg**

*The Group owns the Björn Borg trademark and has operations in five product areas: clothing, shoes, bags, eyewear and fragrances. Björn Borg products are sold in over ten 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 concept stores. Total sales of Björn Borg products in 2007 amounted to approximately SEK 2.2 billion at the consumer level. Group net sales amounted to SEK 495 million as per December 31, 2007, with 79 employees. Björn Borg is listed on the OMX Nordic Exchange in Stockholm.*