

13 November, 2008

Press release

Report from Extraordinary General Meeting of Björn Borg

An Extraordinary General Meeting of Björn Borg AB (publ) today decided to adopt an incentive programme for the newly appointed President of Björn Borg AB, Arthur Engel, and the Vice President and International Sales Director Henrik Fischer, in accordance with the previously announced proposal of the Board of Directors.

The meeting resolved to issue 1,250,000 warrants, each entitling the holder to subscribe for one (1) new share in Björn Borg AB. Such subscription shall take place at a price corresponding to 130 percent of the average final share price at OMX Nordic Exchange Stockholm during the period commencing on 17 November 2008 and ending on 1 December 2008. Subscription for shares can take place until 30 November 2012. The warrants shall be acquired at market price by Arthur Engel (a maximum of 750,000 warrants) and by Henrik Fischer (a maximum of 500,000 warrants).

For further information, please contact:

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About Björn Borg

The Group owns the Björn Borg trademark and has operations in five product areas: clothing, footwear, 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 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. The Björn Borg share is listed on the OMX Nordic Exchange in Stockholm since May 7, 2007.