

Stockholm 4 January 2010

Press release

Disclosure notice regarding Björn Borg

Björn Borg has today received a disclosure notice setting out that Fredrik Lövestedt, Chairman of the board of Björn Borg, has increased his holdings in Björn Borg by 1,200,000 shares. Following the increase, Fredrik Lövestedt holds, through AB Durator and other closely related persons, 2,600,040 shares in Björn Borg, which corresponds to approximately 10.3% of the votes and capital in the company.

Björn Borg has today also received a disclosure notice setting out that Martin Bjäringer has decreased his holdings in Björn Borg by 1,200,000 shares. Following the decrease, Martin Bjäringer holds, through Dirbal B.V. and other closely related companies, 600,000 shares in Björn Borg. The holdings represent approximately 2.4% of the votes and capital in the company.

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 Björn Borg stores. Total sales of Björn Borg products in 2008 amounted to almost SEK 2 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 527 million as per December 31, 2008, with 88 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic in Stockholm since May 7, 2007.