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Press release

The Nomination Committee's proposal regarding the Board of Directors of Björn Borg AB (publ)

The Nomination Committee of Björn Borg proposes that the Annual General Meeting 2010 elects Kerstin Hessius as a new member of the Board of Directors of Björn Borg.

Kerstin Hessius, born 1958, is CEO of the Third Swedish National Pension Fund. Kerstin Hessius has previously been CEO of Stockholm Stock Exchange (2001-2004), Deputy Governor of Swedish Central Bank (1999-2001), Head of Asset Management at Östgöta Enskilda Bank/Danske Bank (1998) and has held various positions in Alfred Berg/ABN Amro (1990-1997). Before then, she was a journalist at Finanstidningen (1989-1990). Kerstin Hessius has a B.Sc. in Business and Economics from the Stockholm University. She is, *inter alia*, member of the Board of Directors of Vasakronan AB, of Hemsö AB and of the Swedish Corporate Governance Board. Kerstin Hessius is independent in relation to the company and its management and also in relation to the companies' larger shareholders.

In addition, the Nomination Committee proposes that Monika Elling, Fredrik Lövstedt, Fabian Månsson, Mats H Nilsson, Vilhelm Schottenius, Michael Storåkers and Nils Vinberg are re-elected as members of the Board of Directors. Furthermore the Nomination Committee proposes that Fredrik Lövstedt is re-elected as Chairman of the Board of Directors.

Information about the members of the Nomination Committee and the present Board of Directors may be found on Björn Borg AB's website, www.bjornborg.com. Other proposals from the Nomination Committee will be presented in the notice for Björn Borg's Annual General Meeting. Björn Borg's Annual General Meeting will be held on Thursday, April 15, 2010 in Stockholm.

For more information, please contact

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About Björn Borg

The Group owns the Björn Borg trademark and its operations are focused on underwear. To that is offered adjacent products, footwear and through licensees also 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 2009 amounted to almost SEK 2 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 520 million as per December 31, 2009, with 92 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic in Stockholm since 2007.