

CDON.com extends assortment with products from Tretti.com

Press release, Malmö 13 July 2012.

CDON Group AB, the leading e-commerce group in the Nordic region, today announced the launch of Tretti.com's assortment of white goods, household appliances and outdoor products at CDON.com. This further strengthens CDON.com's position as the leading Nordic online shopping mall, whilst Tretti.com reaches new e-commerce customers throughout the Nordic region.

Paul Fischbein, President and CEO of CDON Group, commented: "We are very pleased that CDON.com now can offer their customers a full range of white goods and other household products supplied by Tretti.com. The collaboration combines the strengths of the two e-retailers for the best buying experience online."

"Our strategy is to consolidate CDON.com as the leading online shopping mall in the Nordic region. By increasing the assortment, we further strengthen the consumer offering whilst creating opportunities for other group companies to capitalize on CDON.com's leading market position and high webtraffic volumes in the Nordics."

CDON.com is the leading Nordic online retailer with sales of consumer electronics, movies, games, music, books, toys and more. The store was founded in 1999 and has expanded from originally being an online record store to become the largest e-commerce shopping mall in the Nordic region.

Tretti.com is the leading online retailer for white goods and household appliances with a broad selection of products from well-known brands such as Bosch, Electrolux, LG, Samsung, Siemens and Whirlpool. The company was acquired by CDON Group in June 2011.

For further information please visit cdongroup.com or contact:

Paul Fischbein, President and Chief Executive Officer

Tel: +46 (0) 10 703 20 00

Fredrik Bengtsson, Head of Communications

Tel: +46 (0) 700 80 75 04

Email: ir@cdongroup.com, press@cdongroup.com

About CDON Group

CDON Group is the leading e-commerce group in the Nordic region. Established in 1999, the Group has continuously expanded its product portfolio and is now a leading e-commerce player in the Entertainment (CDON.COM, BookPlus.fi, Lekmer.com), Fashion (Nelly.com, Heppo.com, Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com) and Home & Garden (Tretti.com and Rum21.se) segments. The group reported revenues of SEK 3.4 billion for the full year 2011. CDON Group is listed on the NASDAQ OMX Stockholm Mid-cap list under short name CDON.

The information in this announcement is that which CDON Group AB is required to disclose under the Securities Markets Act. This information was released for publication at 09:00 CET on 13 July 2012.