

Press release, September 30, 2009

Erik Gumabon takes over as CEO on November 1

Erik Gumabon, who was appointed as President and CEO of Hemtex on September 15, will take up his position on November 1, 2009. Sales and Marketing Director Mats Olsson has today been appointed as acting CEO of Hemtex until Erik Gumabon takes up his post.

“It feels reassuring that Erik Gumabon will be in place as early as November. In order to ensure continued momentum in both strategic work and the daily operations, Sales and Marketing Director Mats Olsson has been appointed acting CEO for the month of October”, says Per Wiberg, Chairman of Hemtex.

Mats Olsson is 45 and has been working at Hemtex since 2009. Mats Olsson joined Hemtex from Helly Hansen where he was global retail sales director. Prior to this Mats Olsson worked for many years as deputy CEO of the sporting goods chain Stadium.

In view of the above, Göran Ydstrand will leave his remaining assignments within Hemtex today on September 30, 2009.

For further information, please contact:

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Please visit the Hemtex website: www.hemtex.com.

Hemtex is the leading home textile chain in the Nordic region, with a total of 216 stores in September 2009, of which 148 were in Sweden, 39 in Finland, 13 in Denmark, 12 in Norway, two in Estonia and two in Poland. Of these stores, 189 are owned by the Hemtex Group and 27 by franchisees. Under a joint brand, the stores sell home-decor products with a focus on home textiles. Sales at the consumer level (including franchise stores) totaled SEK 1.39 billion, excluding value added tax. On July 31, 2009, the Hemtex Group's annual sales amounted to SEK 1.35 billion.