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Odd Molly International AB (publ)

PRESS RELEASE

Stockholm, June 10, 2010



Odd Molly approved for listing on NASDAQ OMX Stockholm

NASDAQ OMX Stockholm's Listing Committee has approved Odd Molly International AB (publ) for a listing on NASDAQ OMX Stockholm's Small Cap list, where the first day for trading in the share will be June 21, 2010.

This means that trading in the Odd Molly share will move from the NASDAQ OMX First North marketplace ("First North") to NASDAQ OMX Stockholm. The first trading day is June 21, 2010. The listing of Odd Molly's shares on First North will thereby cease. The last day for trading on First North is June 18, 2010. No measures are required on the part of the company's shareholders in connection with the listing on NASDAQ OMX Stockholm. The share will be traded under the same ticker symbol, ODD.

"It is very gratifying that Odd Molly has been approved for a listing on NASDAQ OMX Stockholm. Since our listing on First North in June 2007, we have built up and developed an organization that is well-prepared to meet the requirements of the new listing, which will help us to broaden our investor base and increase liquidity in the share, and at the same time means greater recognition for the company," said Chairman of the Board Christer Andersson.

A prospectus is available on the company's website, www.oddmolly.com. The prospectus includes a revised operating margin goal that has not previously been made public. The previous profitability goal was to guarantee an operating margin (EBIT) well above ten percent over the business cycle. Odd Molly's current financial goals are as follows:

Revenue growth

The goal is to grow sales by an annual average of 20 percent in coming years.

Operating margin

Odd Molly's goal is to ensure an operating margin (EBIT) of at least 12 percent.

Indebtedness

The equity/assets ratio will be at least 40 percent over time.

Moreover, Odd Molly's Board of Directors has formulated a **new dividend policy**:

The Board of Directors' goal is to annually propose that the Annual General Meeting approve a dividend to the shareholders corresponding to at least 40 percent of the company's profit. Before such a proposal is submitted, the Board of Directors will consider whether the company is able to pay a dividend of this size. In its deliberations the Board of Directors will consider several factors, including the company's operations, operating profit and financial position, current and anticipated liquidity needs, expansion plans and other important factors.

Odd Molly has hired Swedbank Markets as its financial advisor and Gernandt & Danielsson Advokatbyrå KB as its legal advisor in connection with the listing process.

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About Odd Molly

Odd Molly is a Swedish company that designs, markets and sells fashion. Odd Molly's products are sold through some 1,450 external retailers in around 40 countries worldwide. In addition, Odd Molly today has four of its own stores in Stockholm, Göteborg, Los Angeles and Copenhagen. Odd Molly has over 40 employees. Its profitable growth is the result of creative design, consistent branding and a business model that facilitates expansion with limited capital requirements and minimal inventory risk. Odd Molly's share will be traded through June 18, 2010 on First North and its Certified Adviser is Swedbank.

Scheduled information dates

- The interim report for the second quarter, April-June 2010, will be released on August 20, 2010.
- Order values for the first half of 2011 (spring and summer collections) will be released on October 8, 2010.
- The interim report for the third quarter, July-September 2010, will be released on October 21, 2010.

IMPORTANT INFORMATION

This press release has been prepared in connection with the change in Odd Molly's listing from the First North marketplace to NASDAQ OMX Stockholm and does not constitute an offering to buy shares in Odd Molly. The press release may not be published or distributed in any country where its release, publication or distribution require measures other than those stipulated by Swedish law. Failure to comply with these directives could violate the US Securities Act of 1933 or applicable laws in other jurisdictions.

Odd Molly International AB has published the information in this press release on June 10, 2010 at 8:00 a.m. CET in accordance with the Securities Market Act and/or the Financial Instruments Trading Act.

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