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BYGGmax strengthens its position in Finland: A new store opens in Pori in spring 2011

The home improvement discount chain BYGGmax strengthens its position in Finland by opening a new store in Pori, Finland, in spring 2011. BYGGmax also has stores in Turku, Vaasa, Lahti and Jyväskylä. The opening of the store in Pori is in line with BYGGmax growth strategy, according to which BYGGmax is to open several new stores in Finland during the next years.

The Swedish home improvement discount chain BYGGmax opens yet again a new store in Finland. The store will be located in Pori in the Mikkola area and its address will be Mikkolankaari 4.

The BYGGmax concept offering high class building materials at affordable prices has raised interest among the Finns, and therefore our stores have done well in Finland. The Mikkola area in Pori is a growing market area and an excellent choice for our next store, says **Magnus Agervald**, CEO at BYGGmax.

Previously, in June 2010, BYGGmax opened a store in Jyväskylä.

For further information, please contact:

Magnus Agervald, CEO, BYGGmax, tel. +46 (0)761 19 00 20, e-mail: magnus.agervald@byggmax.se

The home improvement discount chain BYGGmax was launched in 1993 and its business concept is to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. In 2007, the BYGGmax launched its business in Norway, and the first store in Finland was opened in 2008. Today BYGGmax has 53 stores in Sweden, 16 in Norway and 4 in Finland. The companys sales amounted to approximately SEK 2.4 billion in 2009. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit www.byggmax.fi or www.byggmax.com