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## Byggmax opens in Lidköping in spring 2011

**The low-price retailer Byggmax opens a store in Lidköping in the spring of 2011. The store will employ five people, in addition to approximately two to three seasonal employees. Byggmax has more than doubled the number of stores in Sweden since 2003. There are currently 53 stores throughout. The newly built store in Lidköping is situated at Skaragatan 110.**

*- For a long time we have wanted to establish a location in Lidköping, and now we have found a good location for Byggmax, not in the absolute centre, but where a lot of people pass. Our stores in Gothenburg, Skövde and Trollhättan are doing well, so it feels great to be able to open in Lidköping.* Says Tony Johansson, regional manager at Byggmax.

Skaragatan in Avesta is a good location, with a large space and the opportunity to establish Byggmax's concept. Overall, a retail space of approximately 8000 sqm is necessary, where the retail store and the drive-in occupy the most space. Byggmax's concept is based on offering customers quality products at a low prices, where customers can do a part of the job themselves to keep the costs down. Byggmax in Lidköping will be the sixth store in Västergötland. Byggmax's experience is that people in Västergötland are competent DIY-customers and professionals who want quality at a low cost.

### **Good quality at a low price**

Byggmax sell construction materials such as lumber, flooring, dry-wall, cement, windows, doors and paint to both professionals and DIY-customers. The Byggmax concept is to offer good quality products at low prices.

Ever since 1998 Byggmax has had the lowest price in "Dagens Nyheter" construction-material-price-comparisons. Byggmax is also the construction material retailer that Swedish house owners deem has the lowest prices, and according to the "Vi i Villa" house owners panel 59% of men and 41% of women believe that Byggmax has the lowest prices, the figures for the closest competitor are 9% and 11%.

### **For more information please contact:**

Magnus Agervald, CEO Byggmax, Mobile: +46 761-19 00 20, E-mail: [magnus.agervald@byggmax.se](mailto:magnus.agervald@byggmax.se)  
Tony Johansson, Regional manager, Mobile: +46 761-19 01 06, E-mail: [tony.johansson@byggmax.se](mailto:tony.johansson@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 company's 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

<http://www.byggmax.com/www.byggmax.com>