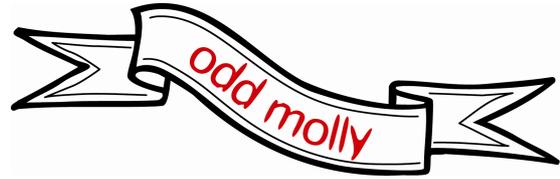


Odd Molly International AB (publ)

PRESS RELEASE

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Odd Molly receives new awards

Since our start in 2002, Odd Molly has proudly received a number of awards and honors for creative content and business development. One of our big milestones was “Guldknappen” (The Golden Button), presented by the magazine *Damernas Värld* two years ago. This fall the awards have continued.

“We are proud and pleased that our work has been noticed in various ways, and in different parts of the world. It spurs us on to further success,” says Christina Tillman, CEO of Odd Molly.

Young Fashion Designer of the Year

Last week the company received an award as “Young Fashion Designer of the Year” at Stockholm Fashion Week 2010. The jury's motivation: “This year's winner has taken buyers by storm and generated high sales at the retail level in recent years. A brand with heart, soul and conscience. An affectionate brand with high aims that makes its customers not only look good, but feel good too.”

Best New Store in Los Angeles

Odd Molly's Los Angeles store was voted “Best New Store of the Year” by the discriminating readers of *LA Magazine*. The store opened on Robertson Boulevard in February 2010.

Founder of the Year

The Swedish Entrepreneurs Gala in October named Odd Molly's founders, Karin Jimfelt Ghatan, Per Holknekt and Christer Andersson, “Founder of the Year 2010” at an annual ceremony at Stockholm City Hall with the motivation, “For having admirably built a successful company based on sales, profitability, staff-level and social criteria.” The Founder of the Year is named through a nationwide vote among entrepreneurs in the Founders Alliance network.

Influencer of the Year

Odd Molly's CEO, Christina Tillman, was named “Influencer of the Year” by Strategitorget Retail in the fine company of the other nominated CEOs of IKEA Sweden, Mio, Indiska and Systembolaget and H&M's chief buying officer.

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About Odd Molly

Odd Molly is a Swedish company which designs, markets and sells fashion. Odd Molly's products are sold through around 1,300 retailers in 40 countries around the world. In addition, Odd Molly currently has three concept stores in Stockholm, Los Angeles and Copenhagen and an outlet in Kungälv. Odd Molly has 55 employees. The company's profitable growth is the result of creative design, consistent branding and a business model that facilitates expansion with limited capital requirements and low inventory risk. Odd Molly's share has been treated since 21 June 2010 on NASDAQ OMX Stockholm.

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