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## Byggmax opens in Arendal in spring 2011

**The low-price retailer Byggmax opens a store in Arendal in the spring of 2011. The store will employ five people, in addition to approximately two to three seasonal employees. Byggmax has opened 16 stores in Norway since establishment in Norway began in 2007. The new store in Arendal will be situated at Sørsvannveien 6.**

*- For a long time we have wanted to establish a location in Arendal, and now we have found a good location for Byggmax, not in the absolute centre, but where a lot of people pass. Our store in Kristiansand is doing well, so it feels great to be able to open in Arendal. Says Espen Nicolaisen, regional manager at Byggmax.*

Sørsvannveien in Arendal 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

### **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.

### **Byggmax is a proud winner of price-comparisons**

In 2010, Byggmax was twice named the winner in Norwegian price-comparisons. In the spring TV2 "hjelper deg" concluded that Byggmax was the cheapest alternative when purchasing materials for a 20sqm patio. In August Byggmax came out on top when the news paper "Fedrelandssvennen" compared prices from four different construction material chains.

-We are proud of the results in the price-comparisons. Our goal is to always offer the lowest price on all products that we sell, and that is why we offer all of our customers a price-guarantee. If a customer purchases something from Byggmax and finds the same product with a lower price at any local competitor, the customer will receive the price-difference plus 10 percent of it. Says Byggmax CEO, Magnus Agervald.

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

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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 54 stores in Sweden, 16 in Norway and 6 in Finland. The company's sales amounted to approximately SEK 2.8 billion in 2010. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit

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