



Press release

New Wave Group AB (publ) strengthens its management team – New Chief Financial Officer

Krister Magnusson has been appointed as the new Chief Financial Officer of the New Wave group of companies.

Krister Magnusson, who is 35 years old and has a degree in economics, is currently the Group Treasurer of Munksjö AB (publ).

In conjunction with his appointment, Krister Magnusson has acquired 20,000 A shares of New Wave Group from Managing Director Torsten Jansson.

By hiring Krister Magnusson, the New Wave Group continues to strengthen its management team, and gains a great deal of expertise in finance and economics.

Krister Magnusson will assume his post next year.

Borås, 15 November 2001

New Wave Group AB (publ)
The board

For further information, please contact:

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The New Wave Group in Brief

New Wave is a clothing company that creates, acquires and develops brands in the leisure industry. New Wave operates in two business areas; in the corporate profiling market, selling to independent profiling companies, and the retail market, selling mainly to sportswear retailers. By operating in both of these market sectors, the Group achieves co-ordination advantage and a better risk spread. The Group's best-known brands are Clique, Craft, Grizzly, James Harvest Sportswear, New Wave, Printer Active Wear and Pax.