



Press Release
September 29, 1999

Celsius:

Celsius Group appoints new Director of Corporate Communications

Anders Florenius has been appointed as the new Director of Corporate Communications at Celsius Corp., with effect from October 1, 1999. He moves from Celsius' central marketing function, where he has held a position as head of market communications. Anders Florenius was previously head of Corporate Communications at Bofors.

Kjell Göthe, former Director of Corporate Communications at Celsius, takes up a new post as Head of Information at newly formed shipbuilding group HDW-Kockums, also with effect from October 1, 1999. He will be based mainly in Malmö.

Anders Florenius may be contacted at the following: tel. +46 (0)8-463 00 53; mobile +46 (0)70-582 32 30; fax. +46 (0)8-463 00 96; e-mail anders.florenius@celsius.se

Photo of Anders Florenius can be downloaded from www.celsius.se