

RNB RETAIL AND BRANDS

RNB's sales in October 2006

As of September 2006, the sales figures also include own stores in the acquired company JC, which are reported combined with RNB's other own stores below.

RNB's total sales in proprietary stores in October 2006 amounted to SEK 264.1 M, compared with SEK 125.5 M in the corresponding month a year earlier, which is an increase of 110.4%.

Sales in comparable stores in October 2006 increased by 7.9%, compared with the corresponding month in the preceding year. In Sweden, sales in comparable stores increased by 7.5%.

The number of proprietary stores amounted to 241 at October 31, 2006, compared with 108 a year earlier.

For further information, contact:

Mikael Solberg, President and CEO, RNB RETAIL AND BRANDS

+46 (0)8-670 95 95, +46 (0)708-18 44 40, e-mail: mikael.solberg@rnb.se

Göran Blomberg, CFO, RNB RETAIL AND BRANDS

+46 (0)8-670 95 99, +46 (0)733-97 95 99, e-mail: goran.blomberg@rnb.se

RNB RETAIL AND BRANDS AB conducts operations in business areas comprising Polarn O. Pyret and a distribution platform for national and international brands through the JC, J-Store, Brothers, Sisters, Saks and Solo store concepts and department store operations at NK in Stockholm and Gothenburg as well as at Steen & Ström in Oslo.