



Press Release

New Wave Group AB (publ) negotiates about an acquisition of Dressmart AB (publ)

New Wave Group has begun negotiations with Dressmart and its reconstructor about an acquisition of Dressmart. The negotiation expects to be finished latest at the end of this week.

For further information, please contact;

Torsten Jansson CEO Tpn: 0708-99 80 50 or

Jörgen Bender CFO Tpn: 0708-99 80 55.

Borås August 7, 2000

New Wave Group AB (publ)

The board

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, New Wave and Pax.