

RNB RETAIL AND BRANDS

RNB's sales in September 2008

RNB's total sales in proprietary stores in September 2008 amounted to SEK 244.9 M, compared with SEK 263.9 M in the corresponding month a year earlier, which is a decrease of 7.2%.

Sales in comparable stores in September 2008 decreased by 8.3%, compared with the corresponding month in the preceding year. In Sweden, sales in comparable stores decreased by 7.0%.

The number of proprietary stores amounted to 262 at September 30, 2008, compared with 241 a year earlier.

For further information, contact:

Cecilia Lannebo, IR, RNB RETAIL AND BRANDS

+46 (0) 8-410 520 45,+46 768 87 20 45, e-mail: cecilia.lannebo@rnb.se

RNB RETAIL AND BRANDS AB is organized on the basis of two business areas – Polarn O. Pyret and a distribution platform for national and international brands. Polarn O. Pyret is a brand focused on baby and children's wear. The distribution platform consists of two main areas, Department Stores and Store Concepts. Department store operations are conducted via stores in the NK, Steen & Ström, Illum and Kosta outlet department stores. The store concepts comprise JC, J-Store, Brothers and Sisters.