

Press release, October 30, 2008

Always open at Hemtex

Hemtex has opened its e-store, the Hemtex webshop, secretly

The official opening was planned for November 10, but since all tests have been performed and the e-store is already a success among the employees, the rest of Sweden's population is now being given the opportunity to take advantage of all that is on offer. The decision to introduce e-trade in Hemtex's other markets will be made in 2009.

The store will initially offer between 700 and 1,000 articles from the Hemtex textile range. The assortment will be successively expanded to include furnishings and home accessories, which are offered in the traditional stores. The e-store is based on the four rooms included in the Hemtex range: bedroom, living room, kitchen and bathroom.

E-trade is becoming ever stronger in Sweden according to the Swedish Retail Institute, which reported an increase of 21.1% during the second quarter of 2008. The e-trade sales forecast for the whole of 2008 is SEK 21 billion, which will thus represent 4% of total sales in the retail industry.

For consumers, rapid delivery is vital when shopping on the Internet, which was prioritized when Hemtex was choosing its solutions and cooperation.

"We are very happy to be able to offer e-trade as a supplement to all existing and potential customers, who, in peace and quiet, want to measure, think and shop on their computers. To ensure that our customers receive rapid and safe delivery of their goods, we have chosen to cooperate with Posten Logistik. This cooperation will lead to a large number of delivery points and locations where there are currently no traditional Hemtex stores. From our surveys, we are also aware that customers appreciate text-message notification, which is available as an alternative to the customary notice. Text-message notification also helps customers collect their packages more rapidly," says Sanna Lindström, manager of e-trade at Hemtex.

During the autumn, Hemtex launched its new website and IR page, which have now been supplemented with the possibility of shopping directly on the Internet.

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Always open: www.hemtex.se

Hemtex is the leading home textile retail chain in the Nordic region with a total of 216 stores in October 2008, of which 145 are in Sweden, 40 in Finland, 12 in Denmark, 13 in Norway, three in Estonia and three in Poland. Of these stores, 189 are owned by the Hemtex Group and 27 by franchisees. Under a common brand, the stores sell home decorating products, with an emphasis on home textiles. Sales within the consumer operations (including franchise stores) amount to SEK 1.65 billion annually, excluding VAT. The Hemtex Group's annual sales during the year ended July 31, 2008 totaled SEK 1.58 billion