

BJORN BORG PRESSRELEASE

Björn Borg Launches Free Dating Site – The aim: everybody should find love

Björn Borg wants everybody to find love for all. In aid of this, the Swedish fashion company launches a free dating service, *Love For All*, www.bjornborg.com/love. Björn Borg guarantees a virtual date on the site and those who want to can also get in touch in real life.

The Björn Borg matching tool is a reaction to today's long survey forms, which have become common practice on most dating sites.

– At the Björn Borg dating site, *Love For All*, we ask questions on what kind of music you like, rather than how you value certain characteristics. We believe that an uncomplicated and straightforward form of Internet dating facilitates more dates and thus a better chance of finding someone, says Rocky af Ekenstam Brennicke, PR- and Event Manager at Björn Borg.

The Björn Borg dating tool *Love For All* is free, and Björn Borg has high aspirations that lots of single people will find love.

– As an advertising agency, it is extremely exciting to work with clients who are bold enough to set brave goals. *Love For All* is not accomplished at the drop of a hat, but our tool is very effective, and we can promise a virtual date to anyone who visits the site, says Jonas Andersson, Account Director at the Farfar advertising agency.

Björn Borg also aims to create peace on earth. The fashion company has sent old underwear from consumers to George W. Bush. The US President was selected recipient after consumers sent in their old underwear and voted on the site to decide who would receive the mountain of underwear.

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About Björn Borg The group company owns the Björn Borg trademark and operates within the five product areas of clothes and shoes as well as bags, eyeglasses and perfumes. Björn Borg products are sold on more than ten markets, of which Sweden and Holland are the largest. The Björn Borg group operates its own business within all lines of trade, from trademark development to consumer sales at their own concept boutiques. The sales of Björn Borgs consumer line products for 2007 were calculated to approximately SEK 2.2 billion. The net 2007 turnover of the group was MSEK 495 and the number of employees at year-end was 79. Björn Borg is listed on the OMX Nordic stock exchange in Stockholm