



PRESS RELEASE

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## New Marketing Manager at Hemköp

**Elisabet Green-Karlsson has been appointed as Hemköp's new Marketing Manager.**

Elisabet has previously held the position of Head of the Private Label Design Department within Axfood Assortment & Purchasing . Elisabet has worked for Axfood Assortment & Purchasing since 2002, chiefly with brand issues and the development and design of Private Label products.

Elisabet Green-Karlsson will be a member of Hemköp's Executive Committee and will take up her post on 01-09-2009.

*For more information, please contact:*

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Hemköp aspires to be the preferred grocery chain for food enthusiasts, where it should be easy to buy healthy, wholesome food. A broad product offering, an accent on fresh products and personal service are hallmarks of Hemköp. Hemköp's stores can be found at more than 160 locations across Sweden, with combined annual sales of approximately SEK 9 bn. Hemköp is part of the Axfood Group.