

Odd Molly International AB (publ)

PRESS RELEASE

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Odd Molly launches new product area – skincare

Odd Molly is broadening its product range through the launch of a skincare line next year together with the Swedish pharmaceutical company CCS. The products will be a natural extension of Odd Molly's current selection of clothing, which combines femininity and sensuality with the feeling of a "relaxing Sunday morning."

Odd Molly has established a collaboration with CCS (Clean Chemical Sweden AB) to create a series of skincare products. The line will initially include body lotions, hand and foot creams, bath and shower gels, and lip balm. These products will be distributed internationally among Odd Molly's current retailers and through new distribution channels carefully selected by CCS.

The inspiration for the skincare line comes from Odd Molly's clothing collections, which are based in large part on pure, natural materials. Cotton and silk that feel fantastic against the skin are important ingredients in the line. The products will be accentuated by unique ingredients from every corner of the world, such as shea butter from the savannas of Africa or cactus juice extract from Mexico. An alluring, sensual skincare line that delights the body and soul.

CCS is responsible for product development of the line in close cooperation with Odd Molly's design and branding team. Odd Molly's first skincare products are expected to be in stores in fall 2009. All the products will be manufactured in Sweden.

"The basic idea behind Odd Molly is to take charge of yourself and your well-being. Expanding our offering to include skincare is a natural element in developing our product range and a fantastic complement to our clothing collections. The choice of CCS gives us a dependable partner that can deliver a first-class product, at the same time that they understand our brand and the feeling we are trying to project," says Christina Tillman, CEO of Odd Molly.

The products will be designed with an eye on Odd Molly's target group: women who dare to be themselves, go their own way with a big appetite for life, and who don't mind spoiling themselves a little.

"We are extremely proud and pleased about the cooperation with Odd Molly, a company whose fundamental values we share. With our expertise in developing skincare products, coupled with Odd Molly's feel for design, we want to offer the modern women a line of alluring products that appeal to all the senses," says Jonas Nilsson, CEO of CCS.

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About CCS

CCS – Clean Chemical Sweden AB – is a Swedish pharmaceutical company which, in addition to pharmaceuticals, develops, manufactures and markets skincare and dental products. All CCS medications and skincare products are manufactured in Borlänge, Sweden, where the company has its headquarters and production plant. All products contain carefully selected ingredients that are allergy tested. Its skincare products are currently sold through pharmacies throughout the Nordic region and other European markets.

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About Odd Molly

Odd Molly is a Swedish company which designs, markets and sells fashion for women through retailers worldwide. Odd Molly products are sold through 1,550 retailers and one company-owned store in 36 countries around the world. Odd Molly has 33 employees at offices in Stockholm and Los Angeles. Odd Molly's Chief Designer received the prestigious "Golden Button" fashion design award in August 2008 from the magazine *Damernas Värld*. Odd Molly's share is traded on First North and its Certified Adviser is Swedbank.

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"welcome aboard the odd molly ccs friendship"