

CAN YOU KEEP A SECRET?

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BJÖRN BORG

BJÖRN BORG DESIGNAR EXKLUSIVA iPhone-SKAL

Björn Borg ger sig in i telekomvärlden och lanserar nu skal till iPhone 3G, 3Gs och 4.

Skalen kommer i fem lekfulla färger och ger en unik känsla i handen. De kommer att säljas hos Telenor och i Björn Borgs egna butiker och webbshop från och med den 1 december 2010.



För högupplösta bilder och mer information, kontakta:

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ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark and its operations are focused on underwear. To that is offered adjacent products, footwear and through licensees also bags, eyewear and fragrances. Björn Borg products are sold in around fifteen markets, of which Sweden and Holland are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own Björn Borg stores. Total sales of Björn Borg products in 2009 amounted to almost SEK 2 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 520 million as per December 31, 2009, with 92 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic in Stockholm since 2007.

