



Press release

CEO Torsten Jansson has acquired shares in New Wave Group

CEO Torsten Jansson has acquired 10,000 B-shares in New Wave Group. After the acquisition, Torsten Jansson is the holder of 5.316.920 A-shares and 61.800 B-shares in New Wave Group.

Borås on 21 August 2002

New Wave Group AB (publ)

Göran Härstedt
dCEO

For more information, please contact:

Torsten Jansson	CEO, New Wave Group	Tel: +46 (0)708 99 80 50, +46 (0)33 22 58 55
Göran Härstedt	dCEO, New Wave Group	Tel: +46 (0)708 99 80 17, +46 (0)33 22 58 63

New Wave Group in brief

New Wave is a promotional and retailing company that concentrates on establishing, acquiring and developing trademarks, mainly within the promo wear, leisurewear and gift sector. New Wave operates within two business areas, in the Corporate Promotional area through sales to independent promotion companies, as well as in the Retailing business area via retailers mainly within sportswear and shoes. By operating within both areas, the Group's risk spreading and the coordination advantages increase. The Group's most well-known trademarks are Clique, Craft, Seger, Grizzly, James Harvest Sportswear, New Wave, Pax, Sagaform, Umbro (license), Nordica (license), Rollerblade (license) and Printer Active Wear.