



Press release

CEO Torsten Jansson has sold shares in New Wave Group to a managing director in a subsidiary

CEO Torsten Jansson has sold 6,000 B-shares in New Wave Group to Jonas Georgsson, CEO in the subsidiary Seger United AB. After the transfer, Torsten Jansson is the holder of 5.316.920 A-shares and 80.800 B-shares in New Wave Group.

Borås on 4 November 2002

New Wave Group AB (publ)

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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.