



## JC PRESS RELEASE

31 August 2005

### **JC awarded Norwegian ethics prize for its advertising**

**JC has been awarded a prize for maintaining a high ethical standard in its advertising. The prize "Ethics, please" is awarded annually by the Norwegian fashion industry's cooperative forum to a player, which has distinguished itself by effective advertising targeted at children and young people, while demonstrating an exemplary ethical and moral attitude.**

The jury states in its citation that the advertising campaign The Store demonstrates that it is perfectly possible to create good advertising with a contemporary vocabulary – without crossing the boundary and using unethical methods. The jury includes representatives of the Norwegian Consumer Ombudsman (FO), the Federation of Norwegian Commercial and Service Enterprises (HSH), the Association for Creative, Commercial Communication (Kreativt Forum) and the Norwegian advertising and fashion industries.

*"JC's position in Norway has strengthened considerably over the past year and sales show very positive growth. This is the result of a new organizational structure, hard work in the stores and sales-promoting advertising. We're all delighted to receive such a positive response to our advertising concept from an ethical viewpoint as well,"*  
*comments JC's CEO, Thommy Nilsson.*

JC has been operating in Norway since 1988 and there are currently 44 JC stores in the country. JC's total consumer sales for 2004 amounted to SEK 2,326 million, of which SEK 359 million related to the Norwegian market. In the first half of 2005, JC Norge accounted for the strongest increase in the JC Group, with consumer sales of SEK 166 million (151), up 10 per cent.

**FOR FURTHER INFORMATION, PLEASE CONTACT:**  
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JC develops and operates concepts for fashion stores in the Swedish and the international clothing markets. Each concept has its own well-defined target group and position. JC offers three concepts: JC age 6–25, Brothers and Sisters. With a market share of about 4 per cent of the total clothing market, JC is the fourth largest clothing company in Sweden. JC also operates in Norway and Finland and has a total of 262 stores. The JC share has been listed on the Stockholm Stock Exchange's O-list since 19 April 2000.