



Press release
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Mekonomen's new marketing campaign during the summer highly successful

Mekonomen increased its sales in Sweden by 12.1 per cent in July. Mekonomen's summer campaign, which was aimed at reaching new customer categories, with women as one of the principal target groups, has been a major success. For example, during the campaign weeks, the stores sold as many car safety seats for children as were previously sold in the previous ten months. Furthermore, Mekonomen Service Centres increased their sales in Sweden by 53 per cent.

"During the five summer weeks, our stores sold as many car safety seats as is normally the case over ten months. This is just one example of the results generated by our campaign. It is particularly gratifying that so many women have visited our stores during the summer," says Håkan Lundstedt, President and CEO, Mekonomen.

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Mekonomen is a spare parts chain with its own wholesale operation and a nationwide retail network of wholly owned and cooperating stores in Sweden, Norway and Denmark. Group revenues mainly consist of sales to service centres and motorists via wholly owned stores, and wholesale operations aimed at cooperating stores.