

Press release, August 20, 2008

Hemtex presents – Simple changes

Home decoration should be effortless, fun and preferably not too expensive. Interest in home decor has completely exploded in the past few years and, in line with the increased interest, the demands have become enormous. Hemtex wants to change this and is presenting an entirely new advertising concept, “Simple changes – the world’s shortest interior design show.”

Today, the various interior design shows are always trying to outdo each other. They do everything from tearing down walls and ripping up flooring to retiling bathrooms and landscaping gardens. This may look easy on TV but in reality it cannot be done in the turn of a hand. Accordingly, Hemtex has chosen to show, in a new and unique way, that home decor can be simple and uncomplicated.

Hemtex’s product range is perfect for achieving simple solutions, and our ambition is to show the people of Sweden that home decoration can be fun, cheap and not all that demanding. It’s the small changes that make the greatest difference! In launching this venture, Hemtex is presenting the world’s shortest interior design show. The viewers will be able to watch as the host and the well-renowned decorator Frida Wanselius visit families throughout Sweden. Frida will take on a room that the family wants help with and, based on the existing conditions of the room, create a new and inspirational impression. In the first show of the campaign, viewers will accompany Frida to the home of the three child family in Järfälla close to Stockholm.

The first show will air on TV 4 on August 25. All films will also be shown in their entirety on www.hemtex.se. We are also re-launching our website this week with a completely new and inspiring look and more in-depth information for all of our visitors.

View trailer: <http://www.dallassthlm.se/hemtex/press/>

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Hemtex is the leading home textile chain in the Nordic region with a total of 207 stores in July 2008, including 145 in Sweden, 38 in Finland, ten in Denmark, 11 in Norway, one in Estonia and two in Poland. Of these stores, 182 are owned by the Hemtex Group and 25 by franchisees. Under a common brand, the stores sell products for the home, with a focus on home textiles. Sales at the consumer level (including franchise stores) total SEK 1.6 billion, excluding value added tax. The Hemtex Group’s annual sales during the year ended April 30, 2008 totaled SEK 1.5 billion.