

RNB RETAIL AND BRANDS

RNB's sales in February 2009

RNB's total sales in proprietary stores in February 2009 amounted to SEK 161.1 M, compared with SEK 171.2 M in the corresponding month a year earlier, which is a decrease of 5.8%.

Sales in comparable stores in February 2009 decreased by 7.9%, compared with the corresponding month in the preceding year. In Sweden, sales in comparable stores decreased by 7.5%.

The calendar effect in February compared with the corresponding month in the preceding year is according to the Swedish retail statistics agency, HUI, negative 3.6%.

The number of proprietary stores amounted to 267 at February 28, 2009, compared with 254 a year earlier.

For further information, contact:

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RNB RETAIL AND BRANDS AB is organized on the basis of two business areas – Polarn O. Pyret and a distribution platform for national and international brands. Polarn O. Pyret is a brand focused on baby and children's wear. The distribution platform consists of two main areas, Department Stores and Store Concepts. Department store operations are conducted via stores in the NK, Steen & Ström, Illum and Kosta outlet department stores. The store concepts comprise JC, Brothers and Sisters.