

## Polarn O. Pyret's stripes available around the clock

Polarn O. Pyret is now supplementing its existing network of stores with an online store, thereby expanding the Polarn O. Pyret brand geographically in Sweden. This new e-commerce platform will enable the company to expand its customer service since customers will be able to shop at the times that suit them. The online store will also offer inspiration prior to store visits.

"The Internet is a constantly growing retail channel and Polarn O. Pyret currently has a strong and well-established brand in the Swedish market, which should benefit sales," says **Roger Kylberg, President of Polarn O. Pyret.**

Despite the current recession, e-commerce is on the rise in Sweden. According to the Swedish Retail and Wholesale Trade Research Institute (HUI), total online sales in 2008 amounted to SEK 20.4 billion, up 15% compared with the preceding year.

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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.*