



PRESS RELEASE, 9 June 2009

Second Willys store opens in Gävle

Willys is set to open its second store in Gävle tomorrow, Wednesday, at 6 p.m. The new store, which is entirely newly built, is located in Hemsta in southern Gävle. The store's design is based on the newly developed concept for the next generation of Willys.

"With Sweden's 'cheapest bag of groceries', a sparkling all-new store and our new concept, we can give the people of Gävle a very competitive offering," says store manager Hans Johansson. "We will also have generous opening hours 7 days a week as part of our effort to further raise our level of service."

The next generation of Willys stores entails a modernization of the entire customer offering, based on the customers' needs. In this new concept, fresh products have been given an enhanced focus and are first thing customers encounter upon entering a Willys store.

"Store-baked bread and an expansive fruit and vegetable department are just a couple new features in the next generation of Willys," says Johansson. "At the same time, Willys strong hallmark remains – our low prices and the business concept of offering 'Sweden's cheapest bag of groceries'."

The Hemsta store will be Willys' second store in Gävle. The first store, on Lokförargatan, was recently re-opened following a remodelling to the next generation of Willys.

"Our current store on Lokförargatan is extremely popular, so I am convinced there is a sufficient customer base for another Willys store in town," concludes Hans Johansson.

Store facts:

Number of employees: approx. 30

Number of items: approx. 9,500

Number of checkout lanes: 8

Store area: 2,478 m² retail space, 3,536 m² total area

Opening hours: 8 a.m. – 10 p.m., 7 days a week

For further information, please contact:

Hans Johansson, Store Manager, Willys Gävle Hemsta, tel. +46-706-79 82 29

Camilla Fogelström, Head of Communications, Willys, tel. +46-704-85 75 08

For press photos, please contact Camilla Fogelström

Willys is Sweden's leading discount retail food chain. Our business concept is to offer Sweden's cheapest bag of groceries. The Willys concept is also based on a broad product offering, with an accent on fresh products such as fruits and vegetables. Willys has approximately 140 stores nationwide, including more than 30 Willys hemma stores, which are the chain's small-format neighbourhood stores. Willys has annual sales of slightly more than SEK 16.7 bn (2008) and is part of Axfood AB, which is listed on the Nasdaq OMX Stockholm AB's Large Cap list. For more information visit www.willys.se.