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Byggmax opens in Askim in spring 2012

Byggmax will open a new store on Torget 12 in Askim in spring 2012. The store will employ five people, and two seasonal employees. Byggmax has opened 19 stores in Norway since its first store was established in the country in 2007.

- For a long time we have wanted to establish a store in Askim, and now we have found a good location for Byggmax, not in the absolute centre, but where a lot of people pass by. Our stores in Sarpsborg, Fredrikstad and Ski are doing well, so it feels great to be able to open in Askim, says Espen Nicolaisen, regional manager in Norway.

Torget 12 is a good location, with an adequate space to establish Byggmax's concept.

Good quality at a low prices

Byggmax sell construction materials such as lumber, flooring, dry-wall, cement, windows, doors and paint to both professionals and DIY-customers. The Byggmax concept is to offer good quality products at low prices, the customer does part of the work which enables the company to reduce its costs.

Byggmax proud winner in price tests

Byggmax won several price tests in Norway during 2010 and 2011. In October 2011, "DinSide.no", noted that Byggmax had the lowest price for 40 liters of birchwood. During spring 2010 "TV2 hjelper dig" found that Byggmax was the cheapest alternative when purchasing materials for a 20 sqm patio. The morning paper "Faedrelandsvennen" published a price test in August 2010 which showed that Byggmax performed best when four construction-materials chains were compared.

- We are proud of the results in the tests. Our goal is to always be the cheapest alternative when purchasing construction materials, that is why we offer a lowest-price-guarantee for our whole product range. If you buy something from us and then find it at a lower price somewhere else in the local area, we will refund the difference plus 10% of it, says Magnus Agervald, CEO at Byggmax.

For more information please contact:

Magnus Agervald, CEO Byggmax,
Mobile: +46 (0)76-119 00 20,
e-mail: magnus.agervald@byggmax.se

Espen Nicolaisen, Regional manager Norway,
Mobile: +47 480 84 001,
e-mail: espen.nicolaisen@byggmax.no

About Byggmax

The home improvement discounter chain BYGGmax was launched in 1993 and its business concept is to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. In 2007, the BYGGmax launched its business in Norway, and the first store in Finland was opened in 2008. Today BYGGmax has 59 stores in Sweden, 19 in Norway and 8 in Finland. The company's sales amounted to approximately SEK 2.8 billion in 2010. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit www.byggmax.com