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P R E S S R E L E A S E

50 new Hemköp stores to open in Stockholm

The Annual General Meeting of the Vi Retailers Association has resolved that its individual retailers can sign a chain agreement with Hemköp. Under the agreement, which takes effect in January 2012, approximately 50 new Hemköp stores will open in Stockholm.

The agreement is part of the long-term development of the cooperation between the Vi Retailers Association and Axfood that was started two years ago.

"At Hemköp we are happy about this opportunity to strengthen the chain with an additional 50 stores, and we welcome the added expertise and entrepreneurship. This will strengthen Hemköp's opportunities to build a larger, stronger and more distinctive chain – above all in the fast-growing Stockholm market," comments Ola Andersson, President of Hemköp.

The work on converting the Vi stores to Hemköp will commence in September.

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Photos and logotypes can be downloaded from www.hemkop.se and www.axfood.se.

Hemköp is the grocery chain for people with a passion for food, where we strive to make it easy for people to buy wholesome, healthy food. A broad selection, accent on fresh products and personal service are hallmarks of Hemköp. Hemköp's stores have approximately SEK 9 billion in sales per year and can be found in some 160 locations throughout Sweden. Hemköp is part of Axfood AB (publ).