



PRESS RELEASE

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BRIO Baby reinforces with Helena and Jonas Edberg from Edberg & Co and distributes eco-pram Orbit on Nordic market

BRIO Baby – developer and distributor of prams, baby car seats, children's furniture and accessories – has strengthened its organization with Helena and Jonas Edberg from Edberg & Co. Since 2003 Helena and Jonas Edberg have successfully established and developed a number of brands on the Nordic baby retail trade market.

- We are very pleased to welcome Helena and Jonas to our company. Their entrepreneurial drive concerning development of sales and distribution in combination with our strong product line, vouch for an exciting development, says Hakan Johansson, CEO for BRIO Baby.

In connection with the transfer, BRIO Baby has entered into a distribution agreement with Orbit Baby Inc. which means that BRIO Baby will overtake the rights from Edberg & Co to distribute the American baby pram Orbit on the Nordic markets. The eco-pram Orbit has with its unique design and high level of safety awareness, rapidly established itself as a premium brand on the American market. Helena is enthusiastic over joining BRIO Baby:

- BRIO Baby has brands with values that we believe in and which are supported by a long-term owner. The product line has already very strong products, which now will become even stronger with Orbit. Together with our retailers we will realize the sales potential that we are convinced that BRIO Baby has, says Helena.

For further information please contact:

Hakan Johansson, CEO BRIO Baby AB, tel. +46479-19 000

BRIO Baby

BRIO Baby develops and markets prams, baby car seats and children furniture and accessories under the own brands BRIO, Simo and Carena. BRIO Baby is also the Nordic distributor for the brand Orbit. BRIO Baby is an independent company within the BRIO Group. Annual turnover for BRIO Baby is approximately 200 MSEK, mainly through sales in the Nordic countries and northern Europe. BRIO Baby is a part of the BRIO Group which constitutes in total five areas of business: BRIO (who develops and markets toys under the brand BRIO), the toy distributor Scanditoy, the game company Alga, the franchiser Lekehuset (who has approximately 120 toy shop members in Norway) and BRIO Baby. The BRIO Group is owned by the Swedish company Proventus.

Orbit

Orbit Baby produces and promotes high quality prams, baby car seats and baby beds, which combine ergonomics, eco-friendliness and innovation. The products do not look like anything else on the world market which has made Orbit a fast growing brand on the home market USA. The company was founded in 2004 and is based in California.