

Odd Molly International AB (publ)

PRESS RELEASE

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Odd Molly opens a concept store

Odd Molly opens its first own concept store in central Stockholm. The establishment of the store takes place in order to show the collection as a whole in an environment that breathes the trademark's core values and shall be viewed as a complement and support to existing retailers.

Odd Molly's first store will be located at Humlegårdsgatan in central Stockholm and the opening is planned for February 2009.

- *We have for some time been thinking about opening our own store in order to get the chance to show the breadth of the entire collection in an environment that fully communicates the feeling of the trademark Odd Molly. Now we have found a fantastic premise in an area that suits us – the time is right, says Christina Tillman, CEO at Odd Molly.*

The company will evaluate the outcome of the first own store in Stockholm before decisions can be taken on a possible continuing international store establishment.

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The information is such that Odd Molly International AB can be obliged to publish according to the law regarding the stock market and/or the law regarding trade with financial instruments. The information was submitted for publication at 15.00 pm on 16 September 2008 CET.

Odd Molly is a Swedish trademark within fashion and design, founded in March 2002. Odd Molly's fashion clothing is sold via more than 1 600 fashion shops and department stores in 38 countries. Despite the company's short history, Odd Molly has already won numerous awards, such as the "Intl Prêt-à-porter Award 2005", "Export Hermes 2007", "Shooting Star at the Entrepreneur of the Year 2007", "Comet of the Year Retail Awards 2008" and "Damernas Värld's design award Guldknappen" 2008. Odd Molly is a public company on the Stock Exchange "First North" and the company's Certified Adviser is Swedbank.