

Odd Molly International AB (publ)

PRESSRELEASE

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Odd Molly world premiere launch of the first web site created in Fabric!

Prior to the presentation of the Odd Molly Spring and Summer Collections for 2009, a new web site and a global online campaign will be launched.

The site is unique and is wholly created from Odd Molly designed fabrics.

- The entire oddmolly.com site, including the actual window in the web browser, is designed in our fabrics, reports Per Holknekt, the founder and Brand Manager at Odd Molly. This is a fantastic way for us to show that we are interesting, product-oriented, non-digital and sufficiently seductive. The internet is a very important channel for us, since it reaches out to all markets where we operate. Also, it is accessible round the clock.

As part of the site launch we are also running a campaign at the following address:

www.oddmolly.com/browser.

- This is a creative way to take the fabric concept a step further, says Martin Stadhammar, Creative Director at the Digital Presence Agency, Albert Ken. Entering the address in your web browser allows you to surf all your favourite sites – but in Odd Molly fabrics! We have, quite simply, made the net a more attractive and a more comfortable, cosy place!

The campaign will be extended to fashion blogs worldwide. Bloggers will be able to download buttons from the www.oddmolly.com/share address which will make it possible for their visitors to experience the blog in Odd Molly fabrics.

The web site and the campaign are to be launched in the next few days.

Odd Molly is a Swedish company that designs, markets and sells women's fashion worldwide through external retailers. The company is represented in around 1600 shops in 38 countries.

Albert Ken is a Digital Presence Agency that takes full responsibility for its clients' presence online and places focus on communication, strategy and business development.

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