



PRESS RELEASE

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New Vice President Marketing at KappAhl

As of December 1st Carina Ladow takes the position as Vice President Marketing and becomes member of KappAhl's management group. Carina Ladow is currently working as Design and Purchasing Manager for KappAhl Woman.

– Interpreting trends and predicting twists and turns of fashion is of the utmost importance for KappAhl. Carina Ladow is a plain leader with a genuine competence and subtle intuition when it comes to communicating with our customer, says Christian W. Jansson, President and CEO of KappAhl. – Carina's extensive competence will be a valuable reinforcement in KappAhl's continuous expansion in Europe.

Carina Ladow has worked in many roles within the large Swedish fashion chains, at KappAhl since 1993. During the past seven years as Design and Purchasing Manager for KappAhl Woman. Carina will take up her new position from December 1st 2010.

For more information, please contact:

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***KappAhl** is a leading fashion chain with 360 stores and 4,800 employees in Sweden, Norway, Finland, Poland and the Czech Republic. KappAhl sells value-for-money fashion with a wide appeal – for women, men and children - and focuses in particular on women aged 30-50 with families. All clothes are from our own designers. In 1999 KappAhl was the first fashion chain to be environmentally certified. In the 2009/2010 financial year KappAhl's net sales were about SEK 5.1 billion and operating profit SEK 551 million. KappAhl is listed on Nasdaq OMX Stockholm. More information is available at www.kappahl.com.*

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