

New Vice President Marketing for KappAhl

Meta Ågren takes the position as Vice President Marketing and becomes new member of the management team. Meta Ågren is today senior partner of the advertising agency Forsman & Bodenfors where she has worked since 2002.

“KappAhl is a strong brand, especially in the Nordic markets. Our expansion program will among others involve the international development of our brand. I am very happy to add Meta to our management team with her experience of marketing in international companies and of well-known brands,” says Christian W. Jansson, President and CEO of KappAhl.

Meta Ågren has studied international economics at Lund University and has previously worked for Unilever and Johnsson & Johnsson. She will take up her position in August.

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KappAhl is a leading fashion chain with around 4,000 employees and nearly 300 stores in Sweden, Norway, Finland and Poland. KappAhl sells value-for-money fashion for many people – men, women and children – but focuses particularly on women from 30 to 50. All clothes are designed by in-house designers. In 1999, KappAhl was the first fashion chain in the world to be environmentally certified in line with international standards. The head office and distribution centre are located in Mölndal, on the outskirts of Göteborg. In the 12-month period that ended on 31 August 2007, KappAhl's net sales were SEK 4.5 billion and the operating profit was SEK 618 million. KappAhl is listed on the OMX Nordic Exchange Stockholm. Further information about the company is available at: www.kappahl.com and financial information is available at: www.kappahl.com/ir.

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