

Clas Ohlson appointed Sweden's best retail company

At a prize ceremony in Stockholm last night, Clas Ohlson was awarded Sveriges Bästa Företag (Sweden's Best Company) in the retail category. The winners at the ceremony were appointed following a nation-wide survey with more than 10,000 respondents.

"We are very proud to receive this award since it shows that we are successful in our efforts to enhance our customer meeting. I think many customers appreciate the fact that we always try to make time for a personal engagement, regardless whether one contacts us in our stores, per phone or via the internet. It is our way of still honouring our heritage, while expanding with new stores, services and markets," says Nina Lindfors, Country Manager Sweden at Clas Ohlson.

Sveriges Bästa Företag is a survey in which the respondents get the chance to elaborate on the stories they have from their favourite companies, beyond the products and services provided, and thus explaining the recipe for success. The survey is conducted by research company Reflect, on behalf of MiniMedia, a Schibsted subsidiary.

In total, more than 1,300 persons answered the first part of the survey, where the Swedish people got to specify which three companies they prefer before others offering the same type of products and services. Based on these answers, a large quantitative survey with more than 10,000 respondents was carried through.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the small everyday practical problems, in five countries via its over 200 stores and online. Clas Ohlson offers a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on Nasdaq Stockholm, has sales of over 7.5 billion SEK and more than 4,700 employees. Visit Clas Ohlson at www.clasohlson.com