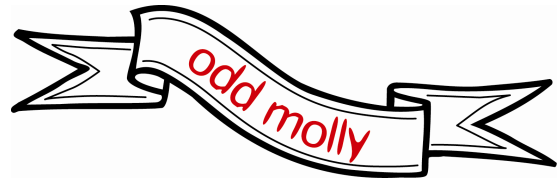


Odd Molly International AB (publ)

PRESS RELEASE

Stockholm, June 3, 2009



Odd Molly to join Fair Wear Foundation

Odd Molly is a clothing design company that commissions carefully selected suppliers in a number of countries in Asia and Europe for its external manufacturing. Since its inception in 2002, the company has prided itself on being a good world citizen and accepting responsibility for its business relations. Odd Molly's objective is to continuously improve ethically and environmentally, which is why the company is now becoming a member of Fair Wear Foundation, an independent organization that works to improve working conditions in the textile industry.

As a result of the cooperation with Fair Wear Foundation, which will start in June, the organization will conduct independent inspections of Odd Molly's manufacturers. Member companies undertake to comply with the Fair Wear Foundation's Code of Labor Practices. As in the past, Odd Molly's own staff, primarily purchasing and design departments, will continue to pay frequent visits to suppliers as part of the collection's product development.

"Concern for our fellow men is a vital issue for Odd Molly. With a high historic growth rate and continued ambitious goals, the need for control, dialog and development of our suppliers is increasing. We want to do what we can to improve conditions and the working environment for those producing our products. Becoming a member of the well-established organization, Fair Wear Foundation, is a step in the right direction," says Christina Tillman, President of Odd Molly.

Odd Molly takes a keen interest in its fellow men and the environment – and how they can be affected by the company's operations. The objective is to continuously improve the company's responsibility for its business environment. Odd Molly subjects its current and potential suppliers to stringent demands with the aim of achieving close and long-term cooperation. The choice of suppliers is based primarily on product quality and delivery reliability, and the specialization or special skills of the supplier. The supplier's standard, in terms of ethics and environmental work, is also important. Being a member of Fair Wear Foundation will additionally highlight issues in this area.

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About Fair Wear Foundation

Fair Wear Foundation is an independent, non-profit organization that works to improve working conditions in the textile industry. Fair Wear Foundation is an initiative from trade organizations in the textile sector, trade unions and voluntary organizations. Members undertake to comply with and implement Fair Wear Foundation's Code of Labour Practices. The eight principal regulations of the Code are based on International Labor Organization (ILO) and the Universal Declaration of Human Rights convention.

Fair Wear Foundation implements continuous measures to ensure that member companies comply with the Code of Labor Practices, which occurs through controls of textile factories. Members also undertake to disclose a complete compilation of their suppliers, which is revised annually.

Other members of Fair Wear Foundations include: Acne, Cheap Monday, Filippa K, Monki, Mexx, O'Neill, Turnover and Weekday.

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<http://en.fairwear.nl/>

About Odd Molly

Odd Molly is a Swedish company that designs, markets and sells fashion for women, primarily through external retailers worldwide. The products are characterized by their beautiful, personal and sensual design, combined with high quality and a distinctive profile. Odd Molly products are sold through approximately 1,550 retailers in 36 countries around the world, with local representation in 24. Odd Molly has 36 employees at its offices in Stockholm and Los Angeles. Sales amounted to SEK 268 million in 2008, generating operating profit of SEK 68 million. Odd Molly's profitable growth is the result of creative design, consistent branding and a business model that facilitates expansion with limited capital requirements and minimal inventory risk. Odd Molly's Chief Designer received the prestigious "Golden Button" fashion design award in August 2008 from the magazine *Damernas Värld*. Odd Molly's share is traded on First North and its Certified Adviser is Swedbank.

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