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## **Byggmax opens in Lillehammer in late spring 2011**

**Byggmax will open a new store on Hovemovegen 33 in Lillehammer in spring 2011. The store will employ five people, and approximately two to three seasonal employees. Byggmax has opened 16 stores in Norway since its first store was established in the country in 2007.**

- For a long time we have wanted to establish a store in Lillehammer, and now we have found a good location for Byggmax, not in the absolute centre, but where a lot of people pass by. Our stores in Hamar and Gjøvik are doing well, so it feels great to be able to open in Lillehammer, says Espen Nicolaisen, regional manager in Norway.

Hovemovegen is a good location, with a large space and the opportunity to establish Byggmax's concept. Overall, a retail space of approximately 8000 sqm is necessary, where the retail store and the drive-in occupy the most space.

### **Good quality at a low prices**

Byggmax sell construction materials such as lumber, flooring, dry-wall, cement, windows, doors and paint to both professionals and DIY-customers. The Byggmax concept is to offer good quality products at low prices, the customer does part of the work which enables the company to reduce its costs.

### **Byggmax proud winner in price tests**

Byggmax won several price tests in Norway during 2010. During spring "TV2 hjelper dig" found that Byggmax was the cheapest alternative when purchasing materials for a 20 sqm patio. The morning paper "Fædrelandsvennen" published a price test in August which showed that Byggmax performed best when four construction-materials chains were compared.

- We are proud of the results in the tests. Our goal is to always be the cheapest alternative when purchasing construction materials, that is why we offer a lowest-price-guarantee for our whole product range. If you buy something from us and then find it at a lower price somewhere else in the local area, we will refund the difference plus 10% of it, says Magnus Agervald, CEO at Byggmax.

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### **About Byggmax**

The home improvement discount chain BYGGmax was launched in 1993 and its business concept is to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. In 2007, the BYGGmax launched its business in Norway, and the first store in Finland was opened in 2008. Today BYGGmax has 53 stores in Sweden, 16 in Norway and 4 in Finland. The company's sales amounted to approximately SEK 2.4 billion in 2009. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit [www.byggmax.com](http://www.byggmax.com)