



Bollnäs 2010-05-13

Press invitation: Byggmax opens in Bollnäs

On the 13th of May, Byggmax holds an opening ceremony, to mark the opening of Byggmax store in Bollnäs. The chairman of the municipal executive board, Marie Centerwall gives a short speech and will also saw a board to mark the official opening of the store.

Place: Industrigatan 10
Time: May 13th, 10 am, local time

Program

- Chairman of the municipal executive board Marie Centerwall holds an opening speech and saws a board to mark the official opening of the store.
- Regional manager Marcus Hed, speech on opening in Bollnäs and plans for the future
- The store operations manager Mikael Elmfors participates.

Free hot dogs and lemonade will be served to all customers during the opening day.

RSVP to Marcus Hed either by phone +4676-1190104 or by e-mail: marcus.hed@byggmax.se

Background to Byggmax's establishment in Bollnäs:

The low-price retailer Byggmax opens a store in Bollnäs in the spring of 2011. The store will employ five people, and approximately two to three seasonal employees. Byggmax has more than doubled the number of stores in Sweden since 2003. There are currently 54 stores throughout the country. The newly built store in Bollnäs will be situated at Industrigatan 10. Byggmax have previously announced that the chain will open stores in Avesta, Lidköping and Ängelholm in spring 2011.

- For a long time we have wanted to establish a location in Bollnäs, and now we have found a good location for Byggmax, not in the absolute centre, but where a lot of people pass. Our store in Hudiksvall is doing well, so it feels great to be able to open in Bollnäs. Says Marcus Hed, regional manager at Byggmax.

Industrigatan in Bollnäs 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. Byggmax's concept is based on offering customers quality products at a low prices, where customers can do a part of the job themselves to keep the costs down. Byggmax in Bollnäs will be the second store in Hälsingland. Byggmax's experience is that people in Hälsingland are competent DIY-customers and professionals who want quality at a low cost.

Good quality at a low price

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.

Ever since 1998 Byggmax has had the lowest price in "Dagens Nyheter" construction-material-price-comparisons. Byggmax is also the construction material retailer that Swedish house owners deem has the lowest prices, and according to the "Vi i Villa" house owners panel 59% of men and 41% of women believe that Byggmax has the lowest prices, the figures for the closest competitor are 9% and 11%.

For more information, please contact:

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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, BYGGmax launched its business in Norway, and the first store in Finland was opened in 2008. Today BYGGmax has 54 stores in Sweden, 16 in Norway and 7 in Finland. The company's sales amounted to approximately SEK 2.8 billion in 2010. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit www.byggmax.com