



Avesta 2011-05-25

Press invitation: Byggmax opens in Avesta

On the 31st of May, Byggmax holds an opening ceremony, to mark the opening of Byggmax store in Avesta. The vice chairman of the Municipal Executive board, Susanne Berger gives a short speech and will also saw a board to mark the official opening of the store.

Place: Koppardalsvägen 20
Time: May 31st, 10 am, local time

Program

- Vice Chairman of the Municipal Executive board Susanne Berger holds an opening speech and saws a board to mark the official opening of the store.
- Regional manager Marcus Hed, speech on opening in Avesta and plans for the future
- The store operations manager Patrik Söder 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 Avesta:

The low-price retailer Byggmax opens a store in Avesta in the spring of 2011. The store will employ five people, in addition to approximately five to seven seasonal employees. Byggmax has more than doubled the number of stores since 2003. There are currently 56 stores throughout Sweden and Avesta is the 57th store. The newly built store in Avesta is situated at Koppardalsvägen 20.

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

Koppardalsvägen in Avesta 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 Avesta will be the third store in Dalarna. The stores in Borlänge and Falun have been well received. Byggmax's experience is that people from Dalarna 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 56 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