



Press release 2011-07-01

## Byggmax opened in Norrtälje today

**The low-price retailer Byggmax opened a store in Norrtälje today. Byggmax has more than doubled the number of stores in Sweden since 2003. There are currently 59 stores throughout. The newly built store in Norrtälje is situated at Storstensvägen.**

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.

Byggmax is 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%. Byggmax also won consumer guide Testfakta's price comparison June 1<sup>th</sup> 2011 for a 20 sqm terrace.

### **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 59 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](http://www.byggmax.com)