

MARIMEKKO IS LICENSING ITS PATTERNS TO H&M'S SUMMER 2008 COLLECTION

Marimekko Corporation and H & M Hennes & Mauritz AB have today signed a license agreement whereby Marimekko licenses some of its popular patterns from the 1950s, 1960s and 1970s to H&M's summer collection 2008. The impressive collection of around 50 products will be sold in H&M stores in 28 countries.

"Our design team has long admired Marimekko's vivid patterns and colours. When our designers came up with the idea of creating a collection with Marimekko patterns, it felt very natural and timely. The summer collection 2008 will be joyfully fresh like a vitamin injection," states H&M's head of design Margareta van den Bosch.

"H&M is one of the trendiest and most successful fashion houses in the world. I see a great value in our co-operation. I believe that it will enhance Marimekko's international recognition among young and fashion-conscious consumers," says Kirsti Paakkanen, President of Marimekko.

In addition to increased international visibility, licensing co-operation with H&M will generate substantial non-recurring royalty earnings to Marimekko during the second quarter of 2008.

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Marimekko's website, www.marimekko.com

Marimekko is a leading Finnish textile and clothing design company that was established in 1951. The company designs, manufactures and markets high-quality clothing, interior decoration textiles, bags and other accessories under the Marimekko brand, both in Finland and abroad. In 2006, the company's net sales amounted to EUR 71.4 million. Exports and income from international operations accounted for 25% of the Group's net sales. Licensing has been part of Marimekko's operations in Finland and abroad since the 1960s. The Group employs about 400 people. The company's share is quoted on the OMX Nordic Exchange Helsinki. For further information visit www.marimekko.com

H & M Hennes & Mauritz AB (H&M) was established in Sweden in 1947. The company's business concept is to offer fashion and quality at the best price. H&M is quoted on the OMX Nordic Exchange Stockholm. Today there are more than 1,500 H&M stores in 28 countries. H&M has more than 60,000 employees and achieved sales including VAT in 2006 of SEK 80,081 million. H&M has a wide product range that is divided into a number of different concepts for women, men, teenagers, children and cosmetics. The company's clothing collections are created by its own designers, pattern makers and buyers. For further information visit www.hm.com