

LBMGROUP

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LBM Group extend the subscription period due to ongoing acquisitions of brands

The Board of Directors in LBM Group AB (publ) has decided to extend the subscription period in the ongoing public offering to September 17th 2010. The reason is ongoing negotiations concerning two acquisitions of license agreements for brands.

The Board are of the opinion that the two planned acquisitions will have a significant effect of the value and profitability of the group and wish to give current and future shareholders full information and knowledge about the planned acquisitions in due time before the subscription period ends.

The Board projects that press releases about the two acquisitions will be distributed within a week. Furthermore, LBM Group will publish an amendment to its Investment Memorandum which will be made public through press release and posted at the company's website www.thelbmgroun.com. The extension of the subscription period will automatically mean that first day of trading at Aktietorget will be moved with approximately two weeks to around October 17th 2010.

For further information, please contact:

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Please also visit www.thelbmgroun.com

LBM develops and markets leading lifestyle and consumer brands through licensing, consultation and marketing, specifically targeting women, ethnical groups and ethical consumers. At the moment LBM have the license rights to develop and market the two global brands Goodyear and Royal Navy. The license rights include the selected product categories of shoes, clothes and assessors within defined geographical regions. LBM offer services in three business areas; Brand Licensing, Brand Management and Brand Communication which together covers the whole value chain.