

Odd Molly International AB (publ)

PRESS RELEASE

Stockholm, Sweden, June 15, 2011



New CEO named by Odd Molly

Christina Tillman has decided, after nearly seven years, to step down from her position as CEO of Odd Molly. Replacing her will be Anna Attemark, who is currently Development Manager at H&M. She will bring to Odd Molly many years of experience and great knowledge of leadership, business development and the workings of the global fashion industry. Christina will continue to serve as CEO until Anna takes over, which is expected to be no later than December.

Christina Tillman has served as CEO since 2005 and during her time with the company has led the efforts to transform Odd Molly from a privately owned business to a publicly listed company with sales of SEK 355 million in 35 countries. During this period the company has grown substantially while remaining profitable and has won a number of awards. Christina has decided to step down as CEO to seek new personal and professional challenges now that the company has found the right successor.

"We regret but respect Christina's decision to step down as CEO of Odd Molly," says Christer Andersson, Chairman of the Board. "Christina is a well-liked leader who has greatly contributed to the company's development, the attention we have received and our success. She has taken Odd Molly from an entrepreneurially driven startup to a publicly listed company with international operations. At the same time we are very pleased to have recruited a top talent like Anna Attemark, who, with her background and profile, will add valuable experience and competence to Odd Molly."

"Odd Molly is more than a job for me, but after nearly seven years as CEO it is time to move on. My commitment to the company hasn't changed, and I am very pleased that Anna has agreed to take over the rudder and energize Odd Molly for success," says outgoing CEO Christina Tillman.

Anna Attemark will take over as CEO of Odd Molly no later than December. She is currently Development Manager at H&M and has extensive experience in successfully developing collections for the international fashion market. Anna, 42, has an economics degree from the Stockholm School of Economics.

"I very much look forward to contributing to the continued successful development of Odd Molly as a brand and a company, and I hope and believe that I, with my experience, will be an asset," says incoming CEO Anna Attemark.

Christina Tillman will stay on as CEO until Anna Attemark assumes the role.

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Odd Molly International AB is obligated to publish the information in this press release in accordance with the Securities Market Act and/or the Financial Instruments Trading Act. The information was provided for public release on June 15, 2011 at 2.00 p.m. CET.

About Odd Molly

Odd Molly is a Swedish company that designs, markets and sells fashion. Odd Molly products are sold through around 1,300 retailers in around 35 countries around the world. In addition, Odd Molly currently has five of its own stores in Stockholm, Kungsbacka, Barkarby, Los Angeles and Copenhagen. Odd Molly has 57 employees. The company's profitable growth is the result of creative design, consistent branding and a business model that facilitates expansion with limited capital requirements and minimal inventory risk. Odd Molly's share has traded since June 21, 2010 on NASDAQ OMX Stockholm.

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