

Odd Molly International AB (publ)

PRESS RELEASE

Stockholm, 4 December 2009



Odd Molly plans to change its listing

The Board of Directors of Odd Molly International AB (publ) intends to apply to list the company's share on NASDAQ OMX Stockholm. The listing on NASDAQ OMX Stockholm is expected in 2010. Odd Molly's share has been traded since 18 June 2007 on First North.

"Our feeling is that Odd Molly is well-prepared to be listed on NASDAQ OMX Stockholm's main market. This would improve opportunities to significantly broaden the investor base, which would give us greater freedom of action in our continued expansion," says Christer Andersson, Chairman of the Board of Odd Molly.

The Board of Directors of Odd Molly has decided to apply for a listing of the company's share on NASDAQ OMX Stockholm in 2010.

A listing on NASDAQ OMX Stockholm would increase opportunities for institutional investors to invest in Odd Molly and create better liquidity in the share. It is also a further seal of approval for the company in terms of its operations and information disclosures.

Odd Molly has hired Swedbank Markets as its financial advisor and Gernandt & Danielsson as a legal advisor in connection with the listing process.

For further information, please contact:

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About Odd Molly

Odd Molly is a Swedish company which designs, markets and sells fashion for women primarily through retailers worldwide. The brand's signature is beautiful, personal, sensual designs, combined with high quality and a distinctive profile. Odd Molly products were sold last fall through around 1,450 retailers and one company-owned store in 34 countries around the world. Odd Molly has around 40 employees at offices in Stockholm and Los Angeles as well as the company-owned store in Stockholm. Sales amounted to SEK 268 million in 2008 with operating profit of SEK 68 million. Odd Molly'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 Chief Designer received the prestigious "Golden Button" fashion design award from the magazine *Damernas Värld* in August 2008.

Odd Molly's share is traded on NASDAQ OMX First North and its Certified Adviser is Swedbank.

IMPORTANT NOTICE

The information in this press release shall not constitute an offer to sell or a solicitation to buy shares, nor shall there be any sale of the securities referred to herein in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or exemption from registration under the securities laws of any such jurisdiction. A prospectus for the listing on NASDAQ OMX Stockholm will be prepared and submitted to the Financial Supervisory Authority for approval and registration.

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Odd Molly International AB (publ) has made public the information in this press release on 4 December 2009 at 8:00 a.m. (CET) in accordance with the Securities Market Act and/or the Financial Instruments Trading Act.