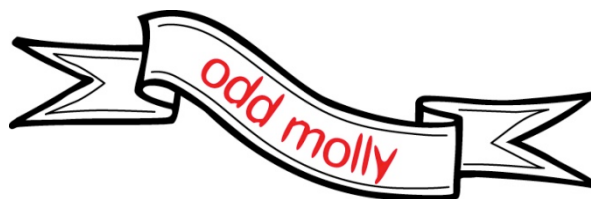


PRESS RELEASE

Stockholm, April 23, 2010



Release from Annual General Meeting of Odd Molly

The Annual General Meeting of Odd Molly International AB (publ) on April 22 adopted the Parent Company's and the consolidated income statements and balance sheets for 2009. The Meeting resolved to pay a dividend of SEK 3.50 (3.00) to the shareholders for the 2009 fiscal year.

Board of Directors and auditors

The Meeting passed resolutions concerning members of the Board and re-elected the Board Members Christer Andersson, Mia Arnhult, Karin Jimfelt-Ghatan, Patrik Tillman, Nils Vinberg and Karin Wallin-Norman. Christer Andersson was re-elected Chairman of the Board. The resolutions were passed in accordance with the Nomination Committee's proposals.

The Meeting also resolved, in accordance with proposals from the Nomination Committee, that fees in an unchanged amount of SEK 150,000 would be payable to the Chairman of the Board and in an unchanged amount of SEK 100,000 to each other member of the Board who is not employed by the company, whereby total director fees will amount to SEK 550,000.

The registered accounting firm Ernst & Young AB was elected at the 2007 Annual General Meeting to serve as the company's auditor for a term of four years. It was resolved that auditor fees would be payable in accordance with approved invoices.

Nomination Committee

The Annual General Meeting resolved to establish a structure for the formation of a Nomination Committee ahead of forthcoming Annual General Meetings, in accordance with a proposal from the Nomination Committee and in line with a resolution passed at the 2009 Annual General Meeting.

A resolution was also passed concerning guidelines for the remuneration of senior executives in accordance with a motion contained in the official notification.

Odd Molly International AB (publ)

The Board of Directors

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 April 23, 2010 at 8:00 a.m. CET.

About Odd Molly

Odd Molly is a Swedish company that designs, markets and sells fashion. In 2009, Molly products were sold through some 1,450 external retailers and one company-owned store in 42 countries worldwide. Odd Molly has 43 employees at offices, and the own store, in Stockholm and Los Angeles. 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 share is traded on First North and its Certified Adviser is Swedbank.

Forthcoming information occasions

- The interim report for the second quarter, April-June 2010, will be released on August 20, 2010.
- Order value for the first half of 2011 (spring and summer collections) will be released on October 8, 2010.
- The interim report for the third quarter, July-September 2010, will be released on October 21, 2010.