

Nelly.com to launch worldwide

Press release, Malmö, 29 September 2011.

CDON Group AB (publ.) ('CDON Group' or 'the Group'), the leading e-commerce group in the Nordic region, today announced that that it intends to launch the Nelly.com fashion store worldwide. The first phase, launched today, unveils Nelly.com for the entire European Union. Further expansions will follow until Nelly.com has reached a global presence.

The worldwide launch is a response to the successful tests of Nelly.com on the German, Dutch and Austrian markets, as well as to the significant increase in customer enquiries from international countries.

Nelly.com now delivers to Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the United Kingdom. The e-commerce store is available in English, German, Swedish, Danish, Norwegian, Finnish and Dutch. The newly added European Union site offers the full range of Nelly.com site functionality, such as search and filter, superzoom, video catwalk and buy the look. Nelly.com features more than 750 different brands, all major credit cards are accepted and orders are delivered within 2-5 days with UPS.

Mikael Olander, President and CEO at CDON Group, says: "The EU presents an enormous opportunity for us and I'm excited to bring our offering and shopping experience to new customers on this huge market."

"We have a world class website and a scalable operation that allows us to launch new territories cost efficiently and direct our attention to the countries that respond best to our offer. Today we became a European e-commerce store. Our aim is to become a global top of mind destination for online fashion retailing."

The company will initially market itself through active internet campaigns, affiliate marketing and media partnerships.

For further information, visit cdongroup.com or contact:

Mikael Olander, President and Chief Executive Officer

Tel: +46 (0) 10 703 20 00

Investor and analyst enquiries:

Martin Edblad, Chief Financial Officer

Tel: +46 (0) 700 80 75 03

Email: ir@cdongroup.com

Press enquiries:

Fredrik Bengtsson, Head of Communications

Tel: +46 (0) 700 80 75 04

Email: press@cdongroup.com

About Nelly.com and CDON Group

Nelly.com is the largest Nordic online store for fashion and beauty-conscious men and women between 18 and 40 years. Nelly.com inspires with news every day from some of the stores 750 different brands, a unique mix of internationally renowned fashion houses and Nelly's own brands such as Trend Nelly and Nelly Shoes. Nelly.com is part of e-commerce group CDON Group.

CDON Group is the leading e-commerce group in the Nordic region. Established in 1999, the Group has continuously expanded its product portfolio and is now a leading e-commerce player in the Entertainment (CDON.COM, BookPlus.fi, Lekmer.com), Fashion (Nelly.com, Heppo.com, Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com) and Home & Garden (Tretti.com and Rum21.se) segments. The group reported revenues of SEK 2.2 billion for the full year 2010. CDON Group is listed on the NASDAQ OMX Stockholm Mid-cap list under short name CDON.

The information in this announcement is that which CDON Group AB is required to disclose under the Securities Markets Act. This information was released for publication at 10:00 CET on 29 September 2011.