

ellos.se launches a new children concept – Kids Zone

The 15th of May **ellos.se** introduces the company's new online concept, Kids Zone. The offer is unique for the Nordic customers and collects maternity wear as well as concepts for baby and infants to children-, and teenage wear and shoes in one place. Easy, inspiring and always open, 24/7.

ellos.se latest focus has been Kids Zone, which consists of a doubled offer of children-and maternity wear, children's footwear and a new line with ecological children wear. Kids Zone's offer is unique at the Nordic market and offers a wide range of 1500 items to choose between. The selection of items will expand over time and the wide assortments suits graduation days as well as lazy summer days at the beach.

"We are continuously making effort to strengthen our offer. Our ambition is to exceed our customers' expectations. We have to be keen regarding our customers demand; children footwear can be mentioned as one example. Another focus lately has been environmental issues. Therefore I am very proud of our wide selection of ecological children wear," says Françoise Dévé, CEO Redcats Nordic.

ellos.se expands all the time. For continuous development of our e-commerce offer; we're constantly adding new items, broadening our service offer and launching user-friendly functions. Over 50 per cent of our sales are online-related and can be delivered to our customers in 24 hours in the Nordic Region. According to HUI; the growth rate for e-commerce was over 24.5 per cent during the fourth quarter last year.



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Redcats Nordic is the leading home shopping company in the Nordic region and features the brands Ellos, Josefssons, La Redoute, Catalog, Enjoy and Jotex. Redcats Nordic has 1,100 employees and a fiscal turnover in 2007 of SEK 3.1 billion. Redcats Nordic is a division of Redcats Group, a global leader in Home Shopping for apparel and home furnishing. Drawing on a multi channel network combining catalogues, e-commerce and specialized stores, Redcats Group generated 3.76 billion EURO (34.79 billion SEK) of sales in 2007 with 15 brands in 29 countries and a staff of 22,000 associates. Redcats Group is a PPR Company.