

14 September 2009



INVITATION TO PRESS AND TELEPHONE CONFERENCE ON 24 SEPTEMBER

H & M Hennes & Mauritz AB presents the nine-month results for 2009 and invites to a press conference on Thursday 24 September at 10.30. A telephone conference in English is held at 14.00 the same day.

The nine-month results for the period 1 December 2008 to 31 August 2009 is released at approximately **08.00** on 24 September and thereafter published on hm.com.

The press conference starts at 10.30 and is on this occasion held in the new part of the **H&M store on Drottninggatan 56**, Stockholm, which also contains the new H&M Home showroom that will open for customers the following day. Here customers will be inspired, experience and purchase the H&M Home collection, sold online and through mail order.

H&M's CEO Karl-Johan Persson and Head of Investor Relations Nils Vinge will present the nine-month results, followed by an open Q&A session.

The press conference, held in Swedish, is open only to journalists and analysts.

The telephone conference, held in English, takes place at 14.00. Please call in at least ten minutes prior to the start of the conference to avoid a queue.

Participants access the conference via the telephone numbers below:

+46 8 5052 0110	(Sweden)
+44 20 7162 0025	(UK)
+1 334 323 6201	(US)

Press conference material is available at hm.com under Investor Relations from approximately 11.30 on 24 September.

Welcome!

All hours are CET.

For further questions, please contact:

Kristina Stenvinkel, Head of Communications
Phone: +46 8 796 39 08
stenvinkel@hm.com

Jenni Tapper-Hoël, Press Officer
Phone: +46 8 796 89 73
jenni.tapper-hoel@hm.com

Please notify participation to:

Sarah Jerngren
Phone: +46 8 517 627 20
sarah.jerngren@hm.com