

17 March, 2008



INVITATION TO PRESS AND TELEPHONE CONFERENCE 27 MARCH

H & M Hennes & Mauritz AB presents the first quarterly results for 2008 and invites to a press conference on Thursday 27 March at 10.30. There will also be a telephone conference in English the same day at 14.00.

The three month results for the period December 1, 2007 to February 29, 2008 will be released at approximately 08.00, on 27 March. The results will then be published on www.hm.com.

The press conference starts at 10.30 in Aulan, Salénhuset, Norrlandsgatan 15 in Stockholm. CEO Rolf Eriksen will present the three month results together with Head of Investor Relations Nils Vinge. The presentation is followed by a question and answer session. The press conference, which is held in Swedish, is open for journalists and analysts.

The telephone conference, which is held in English, takes place between 14.00 and 15.00. The telephone number for access is +46 (0)8 5052 0110 (Sweden), +44 (0)20 7162 0025 (UK) or +1 334 323 6201 (US). Please call in at least ten minutes prior the start of the conference to avoid a queue.

The press conference material can be accessed on www.hm.com under Investor Relations from approximately 11.30 on March 27.

Welcome!

All hours are CET.

For questions, contact:

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