

22 September, 2008



INVITATION TO PRESS AND TELEPHONE CONFERENCE 30 SEPTEMBER

H & M Hennes & Mauritz AB presents the nine month results for 2008 and invites to a press conference on Tuesday 30 September at 10.30. There will also be a telephone conference in English the same day at 14.00.

The nine month results for the period 1 December, 2007 to 31 August, 2008 will be released at approximately **08.00** on 30 September. The results will then be published on www.hm.com.

The press conference starts at 10.30 in Aulan, Salénhuset, Norrlandsgatan 15 in Stockholm. H&M's CEO Rolf Eriksen and Head of Investor Relations Nils Vinge present the report followed by an open Q&A session. The press conference, held in Swedish, is open to journalists and analysts.

The telephone conference, which is held in English, takes place between 14.00 and 15.00. Please call in at least ten minutes prior to the start of the conference to avoid a queue.

Participants access the conference via telephone:

+46 (0)8 5052 0110 (Sweden)
+44 (0)20 7162 0025 (UK)
+1 334 323 6201 (US)

Press conference material will be available on www.hm.com under Investor Relations from approximately 11.30 on Tuesday September 30.

All hours are CET.

WELCOME!

For further questions please contact:

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