

19 January 2009



INVITATION TO PRESS AND TELEPHONE CONFERENCE 29 JANUARY

H & M Hennes & Mauritz AB presents the full year results for 2008 at a press conference on Thursday 29 January at 10.30. There will also be a telephone conference in English at 14.00 the same day.

The full year results for the period 1 December 2007 to 30 November 2008 will be released at approximately **08.00**, on 29 January. The results are thereafter published on hm.com.

The press conference starts at 10.30 in **“Ljussgården” in H&M’s premises on Mäster Samuelsgatan 49 in Stockholm** (Please note the new address). H&M’s CEO Rolf Eriksen and Head of Investor Relations Nils Vinge will present the full year results followed by an open Q&A session. The press conference, held in Swedish, is open to journalists and analysts.

The telephone conference is held in English and 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 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 29 January.

Welcome!

All hours are CET.

For further questions, please contact:

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