Fredrikstad, 25 February 2016: Europris (OSE: EPR) today opened a new store at Ågotnes on the island of Sotra, outside Bergen. Today's store opening brings the extensive network of stores to 230.

The opening represents a continuation of Europris' commitment to extend our network of stores also to more rural areas of the country.

- Europris has ignited discount variety retailing in Norway and we are committed to bringing the best shopping experience to households across the country. The store in Sotra and the surrounding area will provide attractive offers to the consumers in a convenient way in accordance with our "Pay less - save more" commitment, says CEO Pål Wibe.

Following the opening of the new store at Ågotnes, the company has a remaining pipeline of nine new stores so far confirmed for 2016. The company expects to open at least ten new stores during the year.

Europris' extensive network of 230 stores covers all 19 counties in Norway. Continued expansion of the store portfolio in both rural and urban areas is an important part of Europris' current growth strategy, targeting 270 stores by the end of 2020.

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