Fredrikstad, 2 June 2016: Europris (OSE: EPR) today opened a new store at Geilo, in Buskerud county. Today's store opening brings the extensive network of stores to 233.

The new store at Geilo is the fourth store opening so far this year, and the third one this quarter. Europris plans to open three additional stores prior to the summer holiday period at the end of June.

- *We are excited to open our new store at Geilo, and to bring our unique concept and customer value proposition to both residents and cabin owners in the Geilo area, says CEO Pål Wibe.*

Europris' extensive network of 233 stores covers all 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.

For additional information, please contact:

Martin Bjørklund, IR Director

Telephone: +47 48 40 51 97

E-mail: ir@europris.no