Fredrikstad, 30 November 2017: Europris (OSE: EPR) reached a significant milestone today as it opened its 250th store in Øvre Årdal, in the county of Sogn og Fjordane.

Today's store opening is the eleventh and final new store to be opened in 2017. All efforts are now concentrated on managing the important Christmas selling period.

- We have come a long way in the past 25 years, from our humble beginnings in the county of Rogaland in 1992, to becoming a strong, integrated and resilient organisation boasting a highly profitable chain of 250 stores as of today, says CEO Pål Wibe.

- As we celebrate this meaningful landmark, I am proud to be leading a highly capable, dedicated and motivated team of professional retailers on our journey of continued growth in the years to come, Wibe added.

Europris' extensive network of 250 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.

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