Fredrikstad, 30 August 2018: Europris (OSE: EPR) opened a new store today at Lura in Sandnes local authority in Rogaland county. This brings the company's extensive network of stores to 257.

Europris has opened seven new stores so far this year. Following these openings, the company has two new stores confirmed for 2018 in its remaining pipeline.

"We're excited to be opening our 22nd store in Rogaland," says CEO Pål Wibe. "Our move deeper into the Sandnes community is well prepared, and we look forward to providing customers with everyday low prices, convenience and enjoyable shopping experiences."

Europris' nationwide network of 257 stores covers every Norwegian county. In June, the company also launched online shopping, which will make it possible to extend the offering of good-value products across multiple categories. While the physical stores will continue to be the main Europris channel for the foreseeable future, the group's growth strategy remains unchanged and its expansion in discount variety retailing will now continue through both physical stores and the new online channel.

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