Fredrikstad, 6 December 2018: Europris (OSE: EPR) opened a new store today at Rjukan local authority in Telemark county. This brings the company's extensive network of stores to 258.

Today's store opening is the ninth and final new store to be opened in 2018. All efforts are now concentrated on managing the important Christmas selling period.

The company has a robust pipeline of new stores for 2019 and beyond, with eight new stores expected for 2019.

"We're delighted to open a store at Rjukan which is packed with all you need for the Christmas season, in addition to providing customers with everyday low prices, convenience and enjoyable shopping experiences," says CEO Pål Wibe.

Europris' nationwide network of 258 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.

For further information, please contact:

Trine Engløkken, IR manager

Telephone: +47 940 50 937

E-mail: ir@europris.no

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