



PANDORA APPOINTS NEW HEAD OF INVESTOR RELATIONS

PRESS RELEASE

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PANDORA A/S today announced that Morten Raunholt Eismark (born 1972) has been appointed new head of Investor Relations with reference to PANDORA CFO Henrik Holmark. Morten Eismark takes up his new position on 1 March 2011.

Morten Eismark joins PANDORA from a position as Senior Relationship Manager at Danske Bank. Before this he worked for six years as a Senior Analyst at Danske Markets Equities — a division under the leading full-scale investment banking brand of the Danske Bank Group — covering mainly large caps in a broad group of sectors and industries, including Luxury Goods. Morten Eismark holds a Masters degree in Forestry (cand. silv) from The Royal Veterinary and Agricultural University in Copenhagen, Denmark.

Morten Eismark replaces Steen Juul Jensen, partner at the consultancy company Impact Communications, who since the end of 2009 has worked as interim Head of Investor Relations at PANDORA. In the transition phase Steen Juul Jensen will continue his engagement with the company.

ABOUT PANDORA

PANDORA designs, manufactures and markets hand finished and modern jewellery made from genuine materials and at affordable prices. The PANDORA jewellery is sold in more than 50 countries on six continents through approximately 10,000 points of sale, including over 320 PANDORA branded concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 4,800 people worldwide of whom more than 3,500 are located in Gemopolis, Thailand, where the company manufactures its jewellery. PANDORA is publicly listed on the NASDAQ OMX Copenhagen stock exchange in Denmark. In 2009, PANDORA's total revenue was DKK 3.5 billion (approximately EUR 465 million). For more information, please visit www.pandoragroup.com

CONTACT

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