

UPDATED FINANCIAL CALENDAR FOR 2011

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PANDORA A/S has decided to move the date for the Annual General Meeting to 8 April 2011.

The following dates in 2011 are planned for financial statements, the Annual General Meeting and payment of annual dividend:

15 March 2011:	Annual Report 2010
8 April 2011:	Annual General Meeting
14 April 2011:	Payment of annual dividend
19 May 2011:	Interim Report for the first quarter of 2011
16 August 2011:	Interim Report for the second quarter of 2011
22 November 2011:	Interim Report for the third quarter of 2011

About PANDORA

PANDORA designs, manufactures and markets hand finished and modern jewellery made of 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

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