



Press release: Ex-Coca-Cola manager as new CEO of Bid2Day International

Bid2Day, one of the leading Scandinavian e-commerce companies, has hired Pål Bruu as new CEO of the company. Pål has a strong background within management, marketing, sales and distribution after having spend 6 years within the Coca-Cola system in Scandinavia, where he for the last couple of years has worked as Director of Immediate Consumption, Coca-Cola Sweden.

Pål Bruu says, *"It's a great opportunity for me to take part of such a professional venture, where I can fully leverage my past experience to ensure Bid2Day's success "*.

"We are very happy to have Pål on board. Pål is definitely the right person to continue Bid2Days success with his strong background within management, operations and consumer marketing", says Klaus Nyengaard, Scandinavia Online (SOL) executive and chairman of Bid2Day.

Bid2Day is a leading Scandinavian e-commerce company. Currently Bid2Day is operating in Sweden (www.bid2day.se) , Denmark (www.bid2day.dk) , and the concept is also being implemented in other countries. Bid2Day has more than 50.000 members. Bid2Day is owned by SOL (61%) and Cell Ventures AB (39%).

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