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Contacts: Stephanie Walter/Kathy Boerner
646-935-3933/646-935-3914

Stephanie.Walter@Ketchum.com/Kathy.Boerner@Ketchum.com

IKEA LAUNCHES NEW ON-LINE NETWORKING COMMUNITY AND A CHANCE FOR AN ENTIRE STREET OF BUSINESSES TO WIN A MAKEOVER

New York, NY (May 31, 2007) – IKEA, long known for its affordable and stylish home furnishings, has launched IKEA BUSINESS, a new on-line network that provides practical workplace design solutions. To launch the site, www.ikea.com/business, the company is kicking-off a national contest, "Small Businesses, Big Dreams: Furnished by IKEA," which will award IKEA makeovers to an entire community of businesses.

The IKEA BUSINESS site is a forum for small business owners to "share their space" with other entrepreneurs. Community members can discuss and get ideas on how to achieve their own ideal business space. The site also offers design inspiration and equips business owners with affordable, creative solutions for work spaces, including storage and organization; displays and décor; and complete meeting, waiting, and break rooms.

"We have been serving small businesses for years and see an opportunity to help connect this community in sharing expertise and ideas on a larger scale," says Astrid Oyo, Manager of IKEA BUSINESS US, IKEA North America. "As with homeowners, we understand business-owners' unique challenges, and we're taking on the task of furnishing their businesses affordably with style and function, thus creating a better everyday life at work."

To further support business owners, the "Small Businesses, Big Dreams: Furnished by IKEA" online video contest will give a group of neighboring small businesses from one lucky community a dream IKEA design makeover. The contest supports camaraderie between business owners and revitalization of small town business districts by asking business owners to enter the contest on behalf of their entire business community. Entries will be judged on creativity and the community vision of the participating businesses. The grand prize includes IKEA design expertise and furnishings to help the winning businesses create spaces that will maximize functionality with stylistic customer appeal.

"Today's business owners don't have to feel alone. There are many existing resources to help you realize your business dreams," says Victoria Colligan, co-founder of *Ladies Who Launch*, a company designed to inspire woman to make their dreams of starting a business come to life. "Working together with other neighboring ventures is a great strategy to help grow your own business, and the IKEA small business contest gives business communities the chance to turn their collective dream into a reality."

The contest, which begins May 31, 2007, will allow small business owners to post their video entries on the website showing why their main street businesses deserve a makeover. In addition, there is an interactive component, in which people can log on to the site and vote for

their favorite video. For more information, visit www.ikea.com/business, to learn the rules and regulations of the contest.

ABOUT IKEA

There currently are more than 250 IKEA stores in 34 countries, including 30 in the U.S., where new stores are being planned in: Brooklyn, NY; Charlotte, NC; Orlando, FL; Portland, OR; Somerville, MA; Sunrise, FL; and West Chester, OH.

Since its 1943 founding in Sweden, IKEA has offered a wide range of home furnishings of good design and function, at low prices so the majority of the people can afford them. IKEA has been ranked in FORTUNE's annual "100 Best Companies to Work For" List (three years in a row), Working Mother magazine's annual list of "100 Best Companies for Working Mothers" (four years in a row) and Training magazine's annual "Top 100" ranking of companies that excel in employee development (four years in a row). IKEA incorporates environmentally and socially responsible efforts into day-to-day business, and continually supports initiatives that benefit causes such as children and the environment. To visit the IKEA Web site or for information about working at IKEA, please go to <http://www.IKEA-USA.com>.

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