



Press release

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Tallinn's Rocca al Mare Prisma to expand

The Rocca al Mare Prisma in Tallinn will expand and move into new premises in 2008.

On 7 March 2007, SOK's subsidiary As Prisma Peremarket and property investment company Citycon Oyj signed a lease agreement for the Rocca al Mare Prisma's new premises in Tallinn.

The Rocca al Mare Prisma will move into a new extension being added to the shopping centre that currently houses the hypermarket. Prisma will be getting an extra 2,000 square metres of floor space in the first phase of the extension. The second phase will add another 2,000 square metres, bringing the hypermarket's total floor area to 12,000 metres squared.

"The extension will enable the Rocca al Mare Prisma to meet growing demand in the area. We'll get the much-needed extra space for groceries and especially for our expanding range of consumer goods. Prisma's competitive edges continue to be its affordable price level, wide-ranging assortments and ease of shopping," says **Leena Laitinen**, Country Director, Estonia.

The first extension is scheduled for completion in April 2008 and the refurbished hypermarket will open a couple of months later in May. The second part will be finished at the end of 2009.

"With its market share of over 20 per cent, the Prisma chain is the hypermarket category's market leader in Estonia's capital city area. The chain's shops employ 700 people," says Laitinen.

Citycon Oyj is the developer of the shopping centre extension and Skanska Oy the contractor. The total cost of the multi-phase project is estimated at about EUR 68 million.

The S Group in Finland comprises 22 regional cooperative enterprises and SOK Corporation with its subsidiaries. S Group also operates in Estonia, Latvia, Lithuania and Russia. The Rocca al Mare Prisma opened in 2000 in the Haabersti district about 10 kilometres from Tallinn city centre. In Estonia, the S Group has the Sikupilli, Rocca al Mare, Mu stamäe, Kristiine and Lasnamäe Prisma hypermarkets and the Sokos Hotel Viru.

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More information about the S Group's operations in Estonia is available from the Mediaservice:

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