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MAGNUS ROSÉN TAKES OVER AS RAMIRENT GROUP CEO

Magnus Rosén, 46, [M.Sc.(Econ.), MBA] starts as CEO of the international Ramirent Group today, 15 January 2009. Ramirent has operations in 13 countries.

Swedish-born Rosén joins Ramirent from BE Group, a leading steel trading and service company, where he headed their Business Area Sweden. Before this, Rosén worked for many years for the machine and equipment rental company Cramo.

Taking over as head of Ramirent, Magnus Rosén comments: "The machine and rental industry is currently facing a challenging phase, but the sector is my home turf and the opportunity of leading one of the most prominent players in Northern and Eastern Europe is truly exciting for me."



Due to the market situation, Ramirent has been forced to adjust its operations. "After many years of fast growth, we are entering a stabilisation phase where the focus will be on safeguarding cash-flow and defending our profitability. We have taken measures to reduce costs and increase efficiency to maintain competitiveness during the economic downturn", says Rosén.

"On the positive side, Ramirent has a strong balance sheet and a management team with experience of managing during difficult times.

Ramirent's fleet is modern and suitable for different customer types. There is no need for bigger investments at the present time.

"Having a Pan-European fleet that can be re-allocated according to the market demands is also an asset," says Rosén. "In the long term the rental business is a growing industry, especially in Eastern Europe there is still great demand for construction and renovation."

Magnus Rosén succeeds Kari Kallio, who is retiring. Under Kallio's leadership Ramirent grew through acquisitions and rapid organic growth, and doubled its net sales.

Further information can be obtained from:

Magnus Rosén, President & CEO, Ramirent Plc, phone +358 20 750 2845, email: magnus.rosen@ramirent.com

An video interview and a high resolution image of Mr. Magnus Rosén is available at www.ramirent.com>investor>governance.

About Ramirent

Ramirent is the leading machinery rental company in the Nordic countries and in Central and Eastern Europe. The Group has some 360 permanent outlets in 13 countries and is domiciled in Finland. Ramirent employs 4,000 people and in 2007 its consolidated net sales were EUR 634 million. Ramirent is listed on the OMX Nordic Exchange Helsinki. Please visit us at www.ramirent.com.