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Atlas Copco's Peter Wallenberg Award honors launch of cleanest air on the market

Stockholm, Sweden, March 28, 2007: Atlas Copco's Peter Wallenberg Marketing and Sales Award will this year be presented to the team behind the Oil-free Air division's campaign for compressors certified to have the highest air quality, Class Zero. The award recognizes an initiative that led to a tangible increase in sales.

The team identified an opportunity in the new international standard for air quality with regard to oil content, a vital factor for customer industries such as pharmaceuticals and food. After the TUV institute of Germany certified the air of Atlas Copco compressors as having zero oil content, the first such classification in the industry, the subsequent global advertising and PR campaign made Atlas Copco the benchmark for oil-free air.

"Securing this certification helped us give peace of mind to customers that they would have solutions with zero risk of oil contamination," says Ronnie Leten, President of Atlas Copco's business area Compressor Technique. "By taking the initiative for this and following up with the Class Zero campaign, the Oil-free Air division's communications and marketing team made a big difference to the amount of orders we won last year."

Anil Hingorani, Product Marketing Manager and Kristin Dom, Marketing Communications Coordinator will accept the award on behalf of co-winners Sven Van Dyck, Communications Coordinator, Jeroen Opperdoes, Communications Coordinator, Jan Verstraeten, Product Marketing Manager and Rudi Zonnevjlle, Business Support.

Dr. Peter Wallenberg, honorary chairman of Atlas Copco AB, worked for the Group for 20 years before serving as Chairman of the Board from 1974-1996. The Peter Wallenberg Marketing and Sales Award recognizes the most innovative and successfully implemented method in the field of sales and marketing. The Award will be presented at Atlas Copco's annual general meeting in Stockholm, Sweden, on April 26, 2007.

Atlas Copco is a world leading provider of industrial productivity solutions. The products and services range from compressed air and gas equipment, generators, construction and mining equipment, industrial tools and assembly systems, to related aftermarket and rental. In close cooperation with customers and business partners, and with more than 130 years of experience, Atlas Copco innovates for superior productivity. Headquartered in Stockholm, Sweden, the Group's global reach spans more than 150 markets. In 2006, Atlas Copco had 25 900 employees and revenues of BSEK 51 (BEUR 5.6). Learn more at www.atlascopco.com.

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