

Press release

Stockholm, July 16, 2009 14:30 CET

Keith McLoughlin, Executive Vice President, appointed Chief Operations Officer Major Appliances

Kevin Scott appointed President and CEO of Major Appliances North America

Keith McLoughlin, Executive Vice President, is appointed Chief Operations Officer Major Appliances, reporting to President and CEO Hans Stråberg. McLoughlin will be responsible for a new organization for R&D, Purchasing and Manufacturing with the objective of taking full advantage of the Group's global reach and economies of scale. Keith McLoughlin was previously President and CEO of Major Appliances North America and will continue to be a member of Group Management.

"After having successfully executed our strategy to lower our cost base and invest heavily in product and brand we are now taking the next step to fully realize synergies between business sectors in product development, manufacturing and purchasing," says Hans Stråberg, President and CEO. "I'm glad that Keith McLoughlin has agreed to take on this task, where I see great opportunities to reduce costs, save capital, sell more innovative products, and achieve higher speed to market."

Kevin Scott is appointed new President and CEO Major Appliances North America and Executive Vice President of AB Electrolux. Scott will be a member of Group Management and report to President and CEO Hans Stråberg.

Kevin Scott joined Electrolux in 2003 as Vice President and General Manager Consumer Services Group in Major Appliances North America and transitioned in 2006 to Vice President and General Manager of the refrigeration business. At Electrolux, Scott was responsible for the integration of the Group's largest refrigerator factory in Mexico and was instrumental in the launch of the Electrolux brand in North America.

Prior to joining Electrolux, Scott held various senior positions with DuPont and Pepsi. Scott holds a Ph D in chemical engineering from the Georgia Institute of Technology.

The changes take effect on August 4, 2009.

High resolution photos of Scott and McLoughlin are available at:
<http://www.electrolux.com/imagebank>

For further information please contact Electrolux Media Relations +46 8 657 6507.

About the Electrolux Group Electrolux is a global leader in home appliances and appliances for professional use, selling more than 40 million products to customers in 150 countries every year. The company focuses on innovations that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, vacuum cleaners and cookers sold under esteemed brands such as Electrolux, AEG-Electrolux, Eureka and Frigidaire. In 2008, Electrolux had sales of SEK 105 billion and 55,000 employees. For more information, visit <http://www.electrolux.com/press>

Electrolux may be required to disclose the information provided herein pursuant to the Securities Market Act