

Press release

Stockholm, August 25, 2010

Anders Edholm appointed SVP Corporate Communications at Electrolux

Anders Edholm has been appointed SVP Corporate Communications and head of Group Staff Communications of AB Electrolux. In his role as SVP Corporate Communications Edholm will be responsible for internal and external communications, sustainability affairs, public relations, public affairs and Internet communications. Edholm will report to President and CEO Hans Stråberg. Edholm replaces Lars Göran Johansson, who is leaving Electrolux to become Executive Vice President of the Confederation of Swedish Enterprise.

Edholm is today responsible for the Group's media relations and issues management and has been with Electrolux since 1997. Previously, Edholm has held such roles as head of Internet development and head of communications for Electrolux Major Appliances outside Europe and North America. Before joining Electrolux he worked at the European Parliament in Brussels, Belgium.

Edholm assumes his new role on September 1, 2010.

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