

Press release

Stockholm, January 7, 2008 14:00 CET

Ruy Hirschheimer appointed Executive Vice President of AB Electrolux

Ruy Hirschheimer has been appointed Executive Vice President of AB Electrolux and is a member of Group Management as of January 1, 2008. Following this appointment, Hirschheimer will report to President and CEO Hans Stråberg.

Hirschheimer joined Electrolux in 1998 as head of the Brazilian major appliances operations and was promoted in 2002 to head of Major Appliances Latin America.

Hirschheimer is 59 years old and a citizen of both Brazil and Germany.

Prior to joining Electrolux, Hirschheimer held senior positions with Alcoa Aluminum, J.I. Case Brazil and Bunge Brazil. As President and CEO of Bunge Brazil, Hirschheimer played a key role in turning the business around, conducting a major restructuring program and acquiring ten companies. By the time Hirschheimer had left the company it had grown to become the largest food company in Brazil.

For more information about Electrolux Group Management please visit:
http://www.electrolux.com/group_management.aspx

For further information contact Electrolux Media Hotline on +46 8 657 65 07

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, Zanussi, Eureka and Frigidaire. In 2006, Electrolux had sales of SEK 104 billion and 56,000 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.