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Electrolux

Press release

Stockholm, June 11, 2014

Small appliances from Electrolux sweep six Plus X Awards

The Electrolux Group has received six international Plus X Awards for its line of vacuum cleaners and small appliances, including three “Best Product of the Year” awards. In addition, Electrolux was named in the category “Most Innovative Brands of the Year”.

The Plus X Award recognizes innovative technologies, sport and lifestyle products, judged in the categories of innovation, high quality, design, ease of use, functionality, ergonomics and ecology. The “most innovative brand” accolade is presented to the companies with the most awards.

The products awarded are:

Ergorapido vacuum cleaner (Best Product of the Year)

Creative Range of small kitchen appliances (Best Product of the Year)

Precision4Safety iron (Best Product of the Year)

UltraOne vacuum cleaner

Rapido vacuum cleaner

Éspria coffee maker

For further information, please contact: Electrolux Press Hotline, +46 8 657 65 07.

Electrolux is a global leader in home appliances, based on deep consumer insight and developed in close collaboration with professional users. We offer thoughtfully designed, innovative solutions for households and businesses, with products such as refrigerators, dishwashers, washing machines, cookers, vacuum cleaners, air conditioners and small domestic appliances. Under esteemed brands including Electrolux, AEG, Zanussi, Frigidaire and Electrolux Grand Cuisine, the Group sells more than 50 million products to customers in more than 150 markets every year. In 2013 Electrolux had sales of SEK 109 billion and 61,000 employees. For more information go to <http://group.electrolux.com>.