

Invitation

Stockholm, July 19, 2010

Electrolux Management in Brazil - Curitiba, September 14, 2010

Dear Sir or Madam,

We have the pleasure of inviting you to a presentation of Electrolux - Brazil in the morning of Tuesday, September 14.

The presentation will focus on the turnaround of Electrolux business in Latin America and especially in Brazil. The Brazilian management team will host the presentation at the Electrolux premises, located at Rua Ministro Gabriel Passos, 360, Bairro Guabirotuba, Curitiba - Paraná.

Program:

Tuesday, September 14

08.00 Registration

08.30 Presentation

11.30 End of program

At 11.30, a bus will be waiting to take you to Volvo Group where lunch will be served at 12.00.

For those of you who are interested, this Brazilian event will start with an informal dinner in the evening of September 13 hosted by Electrolux and Volvo Group.

If you are interested in this Electrolux-Brazil event, please complete the enclosed reply form and return it by e-mail to susanne.fastesson@electrolux.se, or by fax to +46 8 738 74 61, no later than Tuesday, August 31.

Enclosed please find a list of recommended hotels in Curitiba.

Yours sincerely,



Peter Nyquist
Vice President
Investor Relations and Financial Information

AB ELECTROLUX (PUBL)

POSTAL ADDRESS
SE-105 45 STOCKHOLM
VISITING ADDRESS
S:T GÖRANSGATAN 143

MEDIA HOTLINE
+46 8 657 65 07
TELEFAX
+46 8 738 74 61

INVESTOR RELATIONS
+46 8 738 60 03
WEB SITE
www.electrolux.com

E-MAIL
ir@electrolux.se
REG.NO.
556009-4178

Electrolux Management in Brazil - Curitiba

September 14, 2010

Hotel Accommodations

We recommend the following hotels:

Four Points by Sheraton
Av Sete de Setembro 4211
Curitiba
T: +55-41 3404000
F: +55-41 3404001
www.starwoodhotels.com

Pestana Curitiba Hotel
Rua Comendador Araujo 499
Curitiba
T: +55 41 3017 9900
F: +55 41 3017 9901
www.pestana.com

Radisson Hotel Curitiba
Avenida Sete de Setembro 5190
Curitiba
T: +55-41-3512222
F: +55-41-3512221
www.radisson.com.br

Hotel Deville
Rua Comendador Araujo 99
Curitiba
T: +55 41 3883-4777
F: +55 41 3883-4778
www.deville.com.br

Electrolux Management in Brazil - Curitiba

September 14, 2010

Reply Form

Name:

Company:

- I will attend the informal dinner together with Volvo Group in the evening of September 13 and the morning presentation at Electrolux premises in Curitiba
- I will only attend the morning presentation at Electrolux premises in Curitiba
- I will be replaced by a colleague (please do not forget to fill out the information below)

If you or a colleague are attending, please complete the information below and return it by e-mail to susanne.fastesson@electrolux.se, or by fax to +46 8 738 74 61 no later than Tuesday, August 31, 2010.

Name:

Company:

E-mail:

Mobile number:

I will be staying at the following hotel in Curitiba:

Address of the hotel:

Phone number at the hotel: