

Invitation

Stockholm, October 15, 2010

Capital Markets Day in Stockholm on November 12, 2010

Dear Sir or Madam,

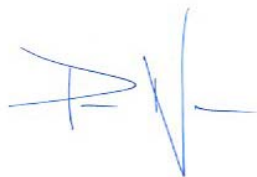
We have the pleasure of inviting you to the Electrolux Group's Capital Markets Day in Stockholm. The seminar will be hosted by Hans Stråberg, Electrolux President and CEO, together with parts of the management team.

The Capital Markets Day on November 12 will begin at 08.30 with registration, followed by presentations starting at 09.00. The seminar will take place at our headquarters, S:t Göransgatan 143, Stockholm. During the day we will go through our strategy, give examples on the transformation of our businesses and present an update on where we stand in leveraging from utilizing Electrolux global strength.

The event is expected to be completed around 15.00. After the event there will be an informal social gathering with beverages and food prepared by the Swedish Culinary Team, as well as a brief presentation from the Culinary Team. The gathering will approximately end at 17.00.

For those of you who are interested in attending the seminar, please complete the enclosed reply form and return it by e-mail to charlotte.helgesen@electrolux.se, or by fax to +46 8 738 74 61, no later than Friday, November 5.

Yours sincerely,



Peter Nyquist
Senior Vice President
Investor Relations and Financial Information

Enclosure

**Electrolux Capital Markets Day
Stockholm, Sweden**

November 12, 2010

REPLY FORM

Name:

Company:

- I will attend the seminar at Electrolux headquarters on November 12 **and** the following social gathering
- I will **only** attend the seminar at the headquarters on November 12
- I will be **replaced** by a colleague

If you or a colleague are attending, please complete the information below and return it by e-mail to charlotte.helgesen@electrolux.se, or by fax to +46 8 738 74 61 no later than Friday, November 5, 2010.

Name:

Company:

Job title:

E-mail:

Telephone number: