

Press release

Stockholm, July 1, 2011

Jack Truong appointed Head of Major Appliances North America

Jack Truong is appointed new President and CEO of Electrolux Major Appliances North America and Executive Vice President of AB Electrolux, succeeding Kevin Scott, who will leave Electrolux after eight years with the company. Truong will report to Electrolux President and CEO Keith McLoughlin and be a member of Group Management. Truong previously held the position of Vice President and General Manager, Global Construction and Home Improvement Division of 3M Company.

Jack Truong has held this most recent role since 2009. He enjoyed a successful career with 3M over the past 22 years and held several senior management positions based in the US, Europe and Asia. 3M is a global leader, active in a wide variety of markets from health care and personal safety to office products and electronics. Truong, born in 1962, holds a Ph.D. in chemical engineering from the Rensselaer Polytechnic Institute in Troy, New York.

Kevin Scott joined Electrolux in 2003 as Vice President and General Manager of the Consumer Services Group in Major Appliances North America. He transitioned in 2006 to Vice President and General Manager of the refrigeration business. Scott was responsible for the establishment of the Group's largest refrigerator factory in Mexico and was instrumental in the launch of the Electrolux brand in North America. In 2009, Scott was appointed President and CEO of Major Appliances North America and Executive Vice President of AB Electrolux.

"We are pleased to welcome Jack Truong to Electrolux. At 3M he demonstrated the ability to accelerate growth by applying innovative technologies and marketing to meet the ever-changing consumers' needs. His experience and track record will be crucial in helping to ensure our long-term growth with an intense focus on strong brands, high-impact new products and cost efficiency – all of which are key elements of the Electrolux strategy," says Keith McLoughlin, Electrolux President and CEO. "We also want to thank Kevin Scott for his important contributions to Electrolux. He has strengthened our business and our team in North America, and has successfully pursued our efforts to more effectively operate as a single company within the region."

The changes take effect on August 1, 2011.

A bio of Jack Truong is available at <http://group.electrolux.com/en/about-jack-g-truong-10889/>.

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

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovative products 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, cookers, air-conditioners and small appliances such as vacuum cleaners sold under esteemed brands like Electrolux, AEG, Eureka and Frigidaire. In 2010 Electrolux had sales of SEK 106 billion and 52,000 employees. For more information, go to www.electrolux.com/press and www.electrolux.com/news.



Electrolux may be required to disclose the information provided herein pursuant to the Securities Market Act.

AB ELECTROLUX (PUBL)
ADDRESS
St Göransgatan 143
SE-105 45 STOCKHOLM

PRESS HOTLINE
+46 8 657 6507

E-MAIL
press@electrolux.com

INTERNET
www.electrolux.com

REG. NO.
556009-4178