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Electrolux

Electrolux products to be sold at The Home Depot

The Home Depot, the world's largest home improvement specialty retailer, will begin selling Electrolux major appliances in the United States.

In a staged roll-out, Electrolux major appliances, under the Frigidaire, Frigidaire Gallery and Electrolux brands, will be available for purchase at The Home Depot. The product line will include ovens, refrigerators, freezers, dishwashers and laundry machines.

"This is a new customer for us, and a fantastic opportunity to grow Electrolux while offering more consumers our innovative products," said Jack Truong, head of Electrolux Major Appliances North America. "This new business accelerates our growth in North America and provides the opportunity to intensify our investments in innovation and benefit-driven design across the Frigidaire and Electrolux brands. All of our customers—including The Home Depot—will benefit from the investments to drive growth."

With net sales of SEK 26.6 billion in 2011, the United States constitutes the single largest market for the Group. In the United States, Electrolux sells major appliances under the Electrolux and Frigidaire brands, vacuum cleaners and small appliances under the Electrolux and Eureka brands and appliances for professional use under the Electrolux brand.

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

Electrolux may be required to disclose the information provided herein pursuant to the Securities Market Act. The information was submitted for publication at 16.25 CET on July 3, 2012.

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 makes thoughtfully designed, innovative solutions based on extensive consumer research, meeting the desires of today's consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, cookers, air conditioners and small appliances such as vacuum cleaners, all sold under esteemed brands like Electrolux, AEG, Eureka and Frigidaire. In 2011 Electrolux had sales of SEK 102 billion and 58,000 employees. For more information go to www.electrolux.com/press and www.electrolux.com/news.