

Morten Falkenberg appointed new President of Nobia

The Nobia Board of Directors has appointed Morten Falkenberg as the new President and CEO. He will take office not later than 15 October 2010 and will succeed Preben Bager who previously announced his intention to step down during the year.

Morten Falkenberg, who is 51 years of age, joins Nobia from Electrolux where he has worked in the role of Executive Vice President, Head of Floor Care and Small Appliances for the past four years. He previously held positions at the Carlsberg Group, TDC Mobile and the Coca-Cola Company. Morten Falkenberg worked at Coca-Cola for 13 years, serving as President of the beverage operations in Sweden (1996-1998) and subsequently as President of the Nordic and Baltic regions.

"The Board of Directors is delighted with the appointment of Morten Falkenberg as the new President of Nobia. Morten has the experience and characteristics required to implement the strategic and organisational changes underway at Nobia," said Hans Larsson, Chairman of the Nobia Board.

A photograph of Morten Falkenberg is available from the image bank at www.nobia.com.

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For further information, contact:

Hans Larsson, Board Chairman

Morten Falkenberg, incoming CEO

Ingrid Yllmark, IRO

Telephone +46 8 440 16 00 or +46 708 65 59 00

Nobia develops and sells kitchens through some 20 strong brands in Europe, including Hygena in France, HTH in the Nordic countries, Magnet in the UK and Poggenpohl globally. Nobia generates profitability by combining economies of scale with attractive kitchen offerings. The Group has approximately 8,000 employees and net sales of slightly more than SEK 15 billion. The Nobia share is listed on NASDAQ OMX Stockholm under the short name NOBI. Website: www.nobia.com. Read more about the company under "About Nobia." Financial information can be found under "Investors."