



# press information

Group Communications

## **Atlas Copco Web Clubs Receive Peter Wallenberg Marketing and Sales Award**

**Stockholm, Sweden, April 23, 2001—Atlas Copco's prestigious "Peter Wallenberg Marketing and Sales Award" will be presented this year to two extraordinary marketing professionals for innovative web clubs for industry professionals. The clubs, which strengthen the positioning of the Atlas Copco and Milwaukee brands, are efficient tools for better interaction with the customers.**

The Peter Wallenberg Marketing and Sales Award recognizes the most innovative and successful implemented method in the area of sales and marketing. This year's recipients are Debra Sajkowski, communications manager at Milwaukee Electric Tool Corp., Brookfield, WI, U.S.A., and Hans Lidén, marketing manager of Atlas Copco Craelius, Mårsta, Sweden.

Milwaukee's "Heavy Duty Club," found on [www.mil-electric-tool.com](http://www.mil-electric-tool.com), is an interactive Web community of tool users who are valued as an extension of company. Members receive such benefits as new tool information, tool tips, special offers for products and accessories, a newsletter, and the opportunity to provide input on future products to meet their tool needs. Launched in June 2000, the club presently has close to 25,000 end users. The company anticipates signing up over 250,000 members by the end of 2001.

Atlas Copco's "Frequent Drillers Club," located at [www.drillersclub.com](http://www.drillersclub.com), is a unique and innovative marketing platform for workers in the drilling industry that creates new opportunities to bring Atlas Copco closer to the customer. Members receive useful information on drilling techniques, tips and application examples, and case studies. They also can log onto the site's "Factory Outlet" to search for hundreds of products at a reduced cost, as well as the "Bargain Corner" for special offers on equipment. Members can seek advice from "Chatpoint Charlie" and "Ask Dr. Drill" on industry-related matters, as well as take "The Driller's Challenge" for a chance to be named Champion Driller of the Month.

Both sites aim to be cost-effective ways of increasing the quality and number of customer contacts around the world, and to help strengthen each of their respective brands with the end users.

Dr. Peter Wallenberg, honorary chairman of Atlas Copco AB, worked 20 years for the Group before serving as Chairman of the Board from 1974-1996.

The Peter Wallenberg Marketing and Sales Award will be presented at Atlas Copco's annual general meeting in Stockholm, Sweden, on Thursday, April 26.

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Atlas Copco companies develop, manufacture, and market electric and pneumatic tools, compressed air equipment and generators, construction and mining equipment, and assembly systems, and offer related service and equipment rental. More information is available on [www.atlascopco-group.com](http://www.atlascopco-group.com).

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