

PRESS RELEASE

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Johan Bygge head of Electrolux Consumer Outdoor Products

(ELUX) Johan Bygge has been appointed head of the Electrolux Group's business sector Consumer Outdoor products outside North America. Johan Bygge, 44, is currently head of Group staff Controlling, Accounting, Taxes, Auditing and IT, as well as acting treasurer.

Johan Bygge joined Electrolux in 1987 and has held several positions within finance. Prior to joining Electrolux, Mr. Bygge was Deputy Group Controller at Ericsson. As head of Consumer Outdoor products Mr. Bygge has been appointed Executive Vice President of Electrolux. He will remain a member of the Group Management Team. He will assume his position in January 2001.

The Consumer Outdoor sector includes products such as electrical garden equipment, light-duty chainsaws, garden tractors, trimmers and leaf-blowers sold under the Flymo, McCulloch and Partner brands. In 1999, sales of Consumer Outdoor products outside North America amounted to approx. SEK 2.3 billion. Previously this sector has reported to Bengt Andersson, head of Electrolux Professional Outdoor products.

"The market for consumer outdoor products is growing," says Johan Bygge. "We will seek to improve the efficiency of operations and explore the opportunities of expanding the sector."

Electrolux is in the process of recruiting a new treasurer and head of Group staff Controlling, Accounting, Taxes, Auditing and IT.

Photo available at: <http://www.sthlms-reprografen.se/electrolux/Management.html>

Electrolux is the world's largest producer of powered appliances for kitchen, cleaning and outdoor use, such as refrigerators, washing machines, cookers, vacuum cleaners, chain saws, lawn mowers, and garden tractors. In 1999, Group sales were SEK 120 billion and the Group had 93,000 employees. Every year, customers in more than 150 countries buy more than 55 million Electrolux Group products for both consumer and professional use. The Electrolux Group includes famous appliance brands such as AEG, Zanussi, Frigidaire, Eureka, and Husqvarna.

Further information

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