

PRESS RELEASE, Malmö, Sweden, November 15, 2010

Beijer Electronics appoints business area director

Beijer Electronics has appointed Christian Benz as business area director of HMI Products, effective as of today, November 15, 2010.

Christian Benz comes from a position as managing director of Beijer Electronics in Germany and responsible for business area HMI Products' sales in EMEA.

Mr. Benz will be part of the Beijer Electronics Group Management and report to Fredrik Jönsson, president and CEO of Beijer Electronics AB.

For more information, please contact:

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Beijer Electronics is a fast growing technology company with extensive experience of industrial automation and robust data communication, developing and marketing competitive products and solutions with focus on the user. Since its start-up in 1981, Beijer Electronics has evolved into a multinational group present in 16 countries and sales of 1.1 bn SEK 2009. The company is listed on the Nasdaq OMX Nordic Exchange Stockholm's Small Cap list under the ticker BELE.

www.beijerelectronics.se