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**Electrolux**

## Press release

Stockholm, May 2, 2012

### **Martin von Arronet appointed SVP Corporate Communications**

**Martin von Arronet has been appointed Senior Vice President Corporate Communications and head of Group Staff Communications of AB Electrolux.**

In his role as SVP Corporate Communications, Arronet will be responsible for internal and external communications, public affairs and Group Internet communications. He reports to President and CEO Keith McLoughlin.

Arronet has been acting in this role since last summer. He joined Electrolux in the beginning of 2011 as responsible for the Group's media relations and issues management. Before that he held various positions within communications at Royal Dutch Shell plc.

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

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](http://www.electrolux.com/press) and [www.electrolux.com/news](http://www.electrolux.com/news).