

Press Release

Sydney, January 13, 2006

The First Truly Design-Inspired Barbeque

Electrolux brings European Architectural Design to Australian Outdoor Cooking

As part of an ongoing commitment to design and innovation, Electrolux has re-invented the art of outdoor cooking with a new ultra-premium cooking product, the Electrolux Jeppe Utzon Barbeque, bringing European-inspired architectural excellence and elegance to the Australian landscape.

The result of a two-year collaboration with renowned architect & designer, Jeppe Utzon, grandson of the genius behind the Sydney Opera House, the Electrolux Barbeque is cutting-edge in its design to complement the current architectural trends in clean, minimalist lines.

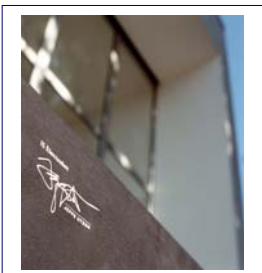
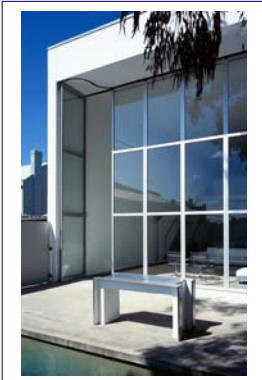
Everything about the Electrolux Barbeque whispers high-quality sophistication, combined with a deep understanding of cooking, as evidenced by a strong Electrolux presence in the kitchens of several of Australia's leading chefs, including brand ambassador Tetsuya Wakuda.

For example, the outdoor cooking surface and controls are neatly hidden from view when not in use by brushed stainless steel cover panels, which then extend to provide bench space for food and drinks when the gas fires up.

The Electrolux Jeppe Utzon Barbeque features premium grade materials including ScotchBrite Stainless and Corian, a battery-operated spark mechanism for each burner, gas shut-off safety system, grill and hotplate areas and a lightweight fabric cover.

"Jeppe Utzon's sleek and stylish design ensures that the Electrolux Barbeque works with its surroundings to add refinement and creativity, unlike conventional barbeques that often look out of place or unsightly in modern, sophisticated environments.

Follows...



 **The Electrolux Group. The world's No.1 choice.**

The Electrolux Jeppe Utzon Barbeque completes any contemporary outdoor living space and is set to inspire stylish and elegant outdoor cooking and entertaining”, says Lars Erikson, Design Director of Electrolux Home Products for the Asia Pacific region, who also heads up the Electrolux Design and Innovation Centre in Pymont.

“This is an unashamedly premium product designed for those who aspire to the very best things in life,” Lars says. “It is the perfect product to carry the Electrolux brand.”

The Electrolux Jeppe Utzon Barbeque runs on either LPG (bottled) or natural gas and retails at \$8,999.

For more information please visit www.electrolux.com.au or call Electrolux Customer Care on 1300 363 640.

Ends.

For further information, interviews and images please contact Sam Jones at Hausmann Communications on 02 8353 5731 or sam.jones@hausmann.com.au

The Electrolux Group is the world's largest producer of powered appliances for kitchen, cleaning and outdoor use, such as refrigerators, washing machines, cookers, vacuum cleaners, chainsaws, lawn mowers, and garden tractors. Every year, customers in more than 150 countries buy more than 55 million Electrolux Group products for both consumer and professional use sold under famous brands such as AEG, Electrolux, Zanussi, Frigidaire, Eureka and Husqvarna. In 2004, Electrolux had sales of SEK 121 billion and 72,000 employees.