Global Investor and Issuer Services
Depositary Receipts

May 5, 2004

ATTENTION: European Research, Sales, Trading and Operations Staff

RIGHTS ANNOUNCEMENT

AB ELECTROLUX

Country:	SWEDEN
Symbol:	ELUXR
CUSIP Number:	010198117
Exchange:	NASDAQ
Ratio:	1 ADR: 2 ORDINARY SHARES

AB Electrolux issued rights to redeem shares to Class A and Class B shareholders and American Depositary Shares ("ADS") holders of record on April 26, 2004 (the "Record Date"). The details of the offer are as follows:

- Each AB Electrolux ADS (CUSIP: 010198208 / NASDAQ Symbol: ELUX) held on the Record Date is entitled to one (1) ADS right (trading information listed below).
- Twenty (20) ADS rights entitle the holder to redeem one (1) ADS at a redemption price of SEK 400.
- The U.S. offer will commence on May 4, 2004 and will expire on June 1, 2004 (the "U.S. Offer Period").
- Shareholders may sell their ADS rights in the open market during the U.S. Offer Period.
- Shareholders may submit up to five hundred (500) ADS rights to The Bank of New York, who will then forward them to a broker-dealer selected by the Company, who will make a commission-free sale. The deadline for such sell order transactions is May 19, 2004.
- Any ADS rights that are not exercised will expire worthless.

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THE BANK OF NEW YORK