



Electrolux
GLOBAL BRAND LICENSING

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Electrolux Global Brand Licensing expands the Frigidaire brand into kitchen products

Electrolux Global Brand Licensing and Artisan Manufacturing have signed an agreement regarding licensed products under the brand Frigidaire. Artisan will launch a high quality line of kitchen faucets and sinks. The products will be marketed in the United States and Canada.

"Frigidaire has been a very strong brand for decades, in the cold product category such as refrigeration. Artisan Manufacturing has the right mindset and products to expand Frigidaire further into the kitchen area," says Matthew Young, Head of Electrolux Global Brand Licensing.

"We are very proud to have the opportunity to expand such a well known brand as Frigidaire, and we see the business opportunity to be quick-to-market with an already established brand," says Scott Ramsay, Vice President New Business Development at Artisan Manufacturing.

Electrolux Global Brand Licensing group have been in the licensing business for over 40 years and are present in 75 countries, with more than 100 brand partners, generating over \$2.5 billion in annual sales under our brands.

More information on how to become a Electrolux licensing partner go to the web site <http://www.brandlicensing.electrolux.com> or email on licensing@electrolux.com

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