

TO: Frigidaire Distributors
**FROM: Kari Palutis
Communications Manager**
DATE: 01/26/2010
RE: Frigidaire Brand Changes

ROUTE TO:	√ SEEN	No. of Copies Distributed

Electrolux is updating the Frigidaire brand with a new logo and new brand identity in an effort to better connect with working moms and appear higher end. The change has already been implemented on the appliance side, and you can see the new logo and brand at www.frigidaire.com.

We will also be changing the heating and cooling materials to incorporate the new logo and brand standards. We have one year to get this process complete.

After March 2011, you will no longer be able to use Frigidaire literature, ad templates or merchandise with the current logo.

You can expect new Frigidaire literature to be ready to order around early second quarter 2010, and the rest of the materials will follow shortly thereafter. Some of the more expensive materials – like vehicle decals – we are converting as we run out of inventory and will be available sooner.

Electrolux plans on a renewed marketing presence for Frigidaire through e-media to promote their partnership with actor Jennifer Garner (from movies *Juno*, *The Invention of Lying* and television show *Alias*). This means a greater awareness of an already well-established household name – and a greater brand-recognition benefit for your Frigidaire dealers.

Please let me know if you have any questions about this change or its timing.