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Electrolux Names General Contractor on Memphis Construction Project

At minimum, 15 percent of construction dollars will go to local minority- and women-owned businesses

Charlotte – Electrolux today named WG Yates & Sons Construction as its general contractor for the construction of its new North American Cooking Products manufacturing center in Memphis. Yates will be responsible for the management of the \$80 million construction project.

In addition, the company announced that more than 50 percent of the \$80 million construction spend would go to Memphis-area firms, with a minimum of 15 percent going to minority- and women-owned area businesses. Electrolux originally committed to spend \$30 million with local firms, and this represents a 50 percent increase in local spending.

Thus far in project implementation activities, the company has already spent \$5 million with 10 local firms, including such firms as Pickering, R&S Vending, Ewing Moving Service, Geotechnology, Inc., Ensafe and CL Swanson.

“Electrolux is pleased to demonstrate its commitment to the growth of the Memphis community,” said Jacob Burroughs, Electrolux Project Director. “We are equally committed to providing a return on the investment the community has made in us and we appreciate their support. Through it, we are able to bring 1,200 jobs to America and Memphis.”

Electrolux and Yates will soon meet with Memphis Mayor A C Wharton and Shelby County Mayor Mark Luttrell to determine how to further maximize local participation. Additional subcontractors will be named in the coming weeks.

“Since the start of this project, we have worked both with Electrolux and with area companies to ensure that our \$40 million local investment would be an investment into our community, our economy, and our people,” said Mayor Wharton. “Today is just a beginning. Mayor Luttrell and I will be meeting with Electrolux officials January 12 to discuss MWBE participation, and, as we move forward with future phases of this project, we have every confidence the company will continue to show its commitment to minority and local participation.”

“Today’s announcement is a good start in our efforts to revitalize our local business economy. We will continue to talk with Electrolux officials and the General Contractor to help ensure there is more involvement from Shelby County area contractors, especially minority-owned and women-owned businesses,” said Mayor Luttrell.

About the Electrolux Memphis Cooking Facility

Electrolux plans to build a world-class facility, designed to utilize advanced manufacturing processes. Fully operational in 2014, the plant will be a center of excellence for its cooking products; will employ more than 1,200 people and will manufacture built-in and specialty cooking products. Electrolux has a longstanding commitment to safety and sustainability, both in its manufacturing processes and in the products it makes.

The facility will be located in Frank C. Pidgeon Industrial Park.

Memphis was the clear choice for the facility for a number of reasons including:

- **Synergies with other Electrolux plants** -- The company will be able to better leverage its existing base of resources, especially those at its cooking operations in Springfield, Tenn.
- **Memphis's resources and location advantages** -- Electrolux was also attracted by the skilled labor pool in the Memphis area, and the area's central location and excellent logistics, which will improve access to the company's key markets, customers and suppliers.

About Electrolux

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 focuses on innovative products that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, cookers, air conditioners and small appliances such as vacuum cleaners sold under esteemed brands such as Electrolux, AEG, Eureka and Frigidaire. In 2010 Electrolux had sales of US\$ 14.7 billion and 52,000 employees. For more information, go to <http://newsroom.electrolux.com/us/>.

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