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ELECTROLUX LAUNCHES THREE NEW DISHWASHERS, PACKED WITH PRODUCT INNOVATION, AT KBIS 2017***Dishwasher line features new drying, cleaning and organization technology***

ORLANDO, FL, January 10, 2017 – At a time when the dishwasher market is in need of innovation, research points to consumer dissatisfaction with performance showing that 49 percent of steel tub consumers report dishes are not dry at the end of the cycle¹. In response to this, today at the 2017 Kitchen and Bath Industry Show (KBIS), the Electrolux Group launched a new dishwasher line across its Frigidaire Gallery[®], Frigidaire Professional[®] and Electrolux portfolio that offers solutions to the top three consumer needs: excellent drying, reliable cleaning performance and flexible organization.

Drying Performance

With a focus on drying performance, the new dishwasher line delivers innovative technology across the portfolio. For Frigidaire[®] Gallery and Frigidaire[®] Professional, the brands introduce EvenDry[®] - a more effective fan-assisted drying system that draws moisture out and ensures dishes come out remarkably dry every time. The new Electrolux dishwasher features Perfect Dry[™] - a system that circulates air evenly for an exceptional dry you can rely on.

“At Electrolux, we pride ourselves on continuing to deliver innovative products and solutions that truly meet our consumers’ needs,” said John Weinstock, Senior Vice President of Marketing for Electrolux North America. “They want dry dishes at the end of the cycle. This new line of dishwashers is testament to our commitment to listening to their feedback and to staying at the forefront of innovation.”

Dish Organization

In response to the consumer need for more flexible organization, The Frigidaire Gallery[®] and Frigidaire Professional[®] line offers a Second Rack that adjusts to fit tall pots and pans – perfect for family gatherings. In addition, the Electrolux dishwasher features a removable 3rd Rack, allowing consumers to have extra space to fit every culinary tool and serving utensil.

Cleaning Performance

What’s more, 45 percent of consumers reported they often experience food residue on dishes after cleaning¹. These new dishwashers include a series of innovations to deliver cleaning performance. Frigidaire Gallery[®] and Frigidaire Professional[®] are equipped with the OrbitClean[®] Wash System, which offers complete cleaning performance with 4x better wash coverage², ensuring clean and ready-to-use dishes every time. Additionally, the Electrolux branded dishwasher includes the new innovative LuxCare[™] Wash Arm, which delivers more water coverage than traditional spray arms², while two targeted wash zones deliver a targeted wash to the most challenging dishes.



The new line of Frigidaire Gallery[®], Frigidaire Professional[®] and Electrolux dishwashers delivers excellent washing and drying performance, organization, durability and easy installation, and includes the following products:

- **Frigidaire Gallery[®] 24” Built-In Dishwasher**
 - EvenDry™ fan-assisted drying system draws moisture out so dishes come out remarkably dry².
 - OrbitClean[®] Wash System cleans with 4x more water coverage for a complete clean⁴.
 - SpaceWise[®] Organization System with Store-More™ 3rd Rack offers easy access, fits small cooking utensils, and includes a second rack that adjusts to fit tall pots and pans.
 - New tines allow you to configure your dishwasher to suit your needs – from large pots and dishes to platters.
 - DishSense™ Technology automatically adjusts the cycle time based on the level of clean that your dishes need for an efficient wash
 - Target Wash Zones clean hard-to-reach spots, including bottles and delicate stemware for the ultimate clean
 - Quick Clean[®] 30-minute wash offers an effective and fast clean, completing dishes in a quarter of the time³
 - Smudge-Proof™ Stainless Steel
 - Available in April; MSRP \$899

- **Frigidaire Professional[®] Solaro 2.0 Dishwasher**
 - EvenDry™ fan-assisted drying system draws moisture out so dishes come out remarkably dry²
 - OrbitClean[®] Wash System cleans with 4x more water coverage for a complete clean⁴
 - SpacePro[®] Organization System with Store-More™ 3rd Rack offers easy access, fits small cooking utensils and includes a second rack that adjusts to fit tall pots and pans.
 - New tines allow you to configure your dishwasher to suit your needs – from large pots and dishes to platters.
 - DishSense™ Technology automatically adjusts the cycle time based on the level of clean that your dishes need for an efficient wash
 - PrecisionPro Wash Zones™ clean hard-to-reach spots, including bottles and delicate stemware for the ultimate clean
 - PowerPlus[®] 30-minute wash provides a powerful clean fast and completes dishes in a quarter of the time⁵
 - Smudge-Proof™ Stainless Steel
 - Available in April; MSRP \$1,099

- **Electrolux Solaro 2.0 Dishwasher**
 - Perfect Dry™ System circulates air evenly for an exceptional dry you can rely on²
 - 30-Minute Fast Wash Cycle leaves dishes sparkling in just 30 minutes³
 - LuxCare™ Wash Arm rotates to make better use of your water for an effective clean⁴
 - Two Target Wash Zones deliver a deep clean to a wide variety of hard-to-wash items, from bottles to casserole dishes
 - Removable 3rd rack provides space for every culinary tool and serving utensil
 - Sure-2-Fit racking system easily adjusts to provide the perfect place for every platter and pitcher
 - Perfect Stemware™ Cycle gives sparkling glassware, ready for entertaining



- Exterior Floor Light shines on the floor at the end of the cycle to indicate dishes are done
- Smudge-Proof™ Stainless Steel
- Available in April; MSRP \$1,099

To learn more about the Electrolux Group and its full range of innovative home appliances, rooted in a deep European design heritage, professional expertise and breakthrough technology, please visit www.electroluxappliances.com.

About Frigidaire®

Frigidaire® has been designed to help families make the most of their time and space with high-performing, easy-to-use appliances with time-saving features. To learn more about Frigidaire and its full range of innovative home appliances, please visit www.frigidaire.com.

About Electrolux®

Electrolux has a rich heritage of developing innovative kitchen appliances in Europe, which have been used throughout fine homes and restaurants for more than 100 years. Among these products is the prestigious Molteni brand, a name chosen by the world's greatest chefs, who expect the ultimate in cooking performance. Design centers around the world are focused on understanding consumer needs and developing innovative designs that fit how consumers live. For more information, visit www.electroluxappliances.com.

¹ According to Electrolux Dishwasher Attitudes and Usage Consumer Insights Research 4-2011.

² When used with rinse aid.

³ Based on 30-minute cleaning cycle with only 6 place setting.

⁴ Than a traditional spray arm.

⁵ Compared to the normal cycle on Frigidaire® dishwasher models.