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Subject: Fw: Amazing Mom's

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Subject: Amazing Mom's

This is the press release for Electrolux' Amazing Mom's campaign.

AUGUSTA, Ga., April 7 /PRNewswire/ -- From caring for their families to caring for their communities, today's Moms do it all in their quest to make a difference. They give ... and give back. They are the champions who champion what is important, and a voice for what matters most. Yet despite their dizzying devotion to doing it all, Moms rarely get the recognition they deserve ... until now.

Beginning April 5, Electrolux, the brand that celebrates amazing Moms, will launch their search for America's first-ever "Mom Idol". Through an agreement with FremantleMedia Enterprises (FME), licensor of *American Idol*®, Electrolux is teaming with the award-winning show to find an extraordinary mom. The winner will receive a trip for two to the *American Idol* finale in Hollywood; a \$5,000 donation to the charity of her choice; a VIP makeover; and a suite of Electrolux premium appliances(1).

From now until April 30, people can nominate a Mom or Moms can nominate themselves at www.electroluxappliances.com. America will vote on one of five finalists beginning May 4 through May 13. Everyone who visits the site can also enter for a chance to win a trip to the *American Idol* finale, and anyone who votes for America's first "Mom Idol" will be entered for a chance to win a premium appliance from Electrolux.

"Electrolux is on a mission to find a Mom who's in tune with what counts -- her family, her passions, her community," said Mary Kay Kopf, CMO, Electrolux Major Appliances, North America. "American Idol is an iconic show and seemed the perfect fit in launching this campaign. The Electrolux brand is all about helping Moms be even more amazing; now it's time to celebrate Mom for all the amazing things she does."

Designed with busy Moms in mind, Electrolux premium kitchen and laundry appliances are loaded with ingenious features such as a Perfect Turkey™ Button, one button you push to cook a perfect turkey; Luxury-Glide™ Racks, patented ball-bearing oven racks that effortlessly extend at the touch of a finger, and an Induction Hybrid cooktop that boils water in 90 seconds(2). The Electrolux laundry collection boasts the largest capacity washer and dryer that wash and dry the most clothes in one load(3) and the fastest wash-to-dry time(4) (just 36 minutes to wash AND dry a load).

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The world is a book, and those who do not travel read only a page. St. Augustine