

Press release Secop

Secop announced new logo and new visual brand identity

Flensburg, Germany (November 30, 2010) – Secop is pleased to reveal its new logo and launch of the new visual brand identity. The company recently announced that it will be changing its name from Danfoss Household Compressors GmbH to Secop in connection with the final takeover by the industrial holding AURELIUS AG. Each element of the new brand and visual identity highlights the strategic focus to set new standards with leading technologies within its core businesses.

“The release of the new logo and visual brand marks a significant milestone and start of a new era for our company” said Mogens Sørensen, President & CEO, “as it clearly illustrates our vision and ambition for the future. After being part of the Danfoss Group for nearly 55 years, we are excited and committed to establish our new brand and strengthen our position in the compressor market.”

The new logo embodies the new Secop using a contemporary, pure and simple typography. The white text on black background supports the company’s clear and straight forward style.

“We have positioned the name to the right to indicate our ambition to be in front with new technology and innovative solutions,” explained Mogens Sørensen. He added, “Our new logo expresses that we believe the full value is only created when we work closely together with our customers and suppliers symbolized by the split in the O. We are pleased to have managed this new start successfully in such a short period of time with the particular support of AURELIUS as our new shareholder and to have a financially strong and reliable partner who backs us in further growing our business.”

The new visual identity builds on the company’s leadership position and expertise in designing and developing high effective and efficient leading compressor technologies.

Secop with its approx. 3,000 employees is a leading manufacturer for hermetic compressors for refrigerators and freezers, light commercial applications and 12-24-48 DC compressors for mobile applications and generates annual revenues of roughly 400 million Euros.

For more information on Secop, visit the website at www.secop.com.

About Secop

Secop is one of the leading compressor manufacturers known for technological conquest, energy saving and low noise level.

Our application engineering department, traceable test facilities, laboratories, R&D department and all-round understanding of cooling are second-to-none. We place a high priority on service and technical support and, with production plants in Europe and China and sales and service companies worldwide, we are always on hand and ready to respond immediately. More than 50 years experience of compressor technology has taught us the requirements of our customers - and their customers. For more information, please visit: www.secop.com

For any press related questions find the following contact details below

Mogens Sørholm, President & CEO, Secop
Phone: +49 461 4941 500

About Aurelius AG

AURELIUS AG is an industrial holding with a long-term investment horizon focusing on the acquisition of companies with potential for development. AURELIUS has some longstanding investment and management experience in various industries. By applying management capacities and the necessary funding for investments in innovative products, distribution and research AURELIUS constantly advances its portfolio companies. With offices in Munich and London as well as portfolio companies in Germany, England, France, Ireland, Poland, the Netherlands and Switzerland, AURELIUS operates throughout Europe. The shares of AURELIUS AG are traded on the open market of the Frankfurt stock exchange (ISIN: DE000A0JK2A8). For more information, please visit: www.aureliusinvest.com

For any press related questions find the following contact details below

Mrs. Anke Banaschewski, AURELIUS AG
Phone: + 49 89 544799-0
Fax: + 49 89 544799-55
E-Mail: Investor@aureliusinvest.de