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Contact: Monica Teague
Whirlpool Brand
269.923.8037
Monica.Teague@Whirlpool.com

Kristine Vernier
Peppercom
269.923-3978
Kvernier@peppercom.com

LAUNDRY 1-2-3™ COMPONENTS WORK WITH MAYTAG APPLIANCES TO ADD NEW FUNCTIONALITY TO THE LAUNDRY ROOM

LAS VEGAS, Jan. 20, 2009 – Create a highly functional laundry room with new Laundry 1-2-3™ storage towers and worksurfaces. These new laundry room components provide needed storage and dedicated space for sorting, pretreating, folding and hanging laundry. The system complements the Maytag® Performance Series, EPIC z™, Centennial™ and Bravos™ washers and dryers.

“Just as the kitchen has evolved to better support the process of cooking — with built-in cutting surfaces, durable countertops and specialty storage — the laundry room has also evolved beyond simple washing and drying. Laundry 1-2-3 supports the whole laundry process from pretreating to folding,” said Monica Teague, senior manager of public relations for Maytag brand.

New Laundry 1-2-3 Essentials

Laundry 1-2-3 storage towers offer deep drawers to hold detergent bottles, boxes and various laundry supplies. A pull-out steel rod easily holds up to six hanging items. Steel ball bearing rails keep the drawers working smoothly even when fully loaded. The formed metal frame and fascia are built from a single piece of steel for added strength.

The worksurface fits across the top of a front-loading washer and dryer pair, providing space for folding and sorting. Its vibration-reducing pads help decrease noise and movement of items, and its large Spill-Catcher™ Mat protects the appliances by containing spilled laundry detergent, bleach or other liquids. The elevated backsplash keeps items from falling behind the washer and dryer.

This durable and versatile Laundry 1-2-3 system integrates with these Maytag® washers and dryers:

- Maytag® Performance Series — a premium, high-efficiency front-load washer and dryer pair delivering top performance, super-size capacity and the sanitizing power of steam.
- Maytag® EPIC z™ — the compact, high-efficiency front-load washer and dryer with a versatile design that fits into nearly any laundry room or laundry closet.
- Maytag® Centennial™ — the top-load washer and accompanying dryer with uncompromising commercial-grade strength that withstands the test of time.
- Maytag® Bravos™ — a top-load, high-efficiency washer and dryer pair with the durability, performance and efficiency of a front-load laundry system.

The suggested retail price for Laundry 1-2-3 storage towers starts at \$219. The standard laundry worksurface is available with a suggested retail price starting at \$219. Laundry pedestals have a suggested retail price beginning at \$199. Available at The Home Depot and Maytag Stores throughout the United States. For more information on Maytag brand products, visit www.maytag.com.

See Maytag appliances at the International Builders' Show

Las Vegas Convention Center, Booth # **C5843**

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Learn more @ www.maytag.com

About Maytag Brand

For more than a century, Maytag brand appliances have been synonymous with dependability and durability. Through the commitment of Whirlpool Corporation, Maytag brand's unequaled tradition of quality production and unrivaled performance continues to thrive. Exceptionally durable, commercial-grade components are found in all Maytag brand appliances – including Maytag® Performance Series front-load and Maytag® Centennial™ top-load washers and dryers; Maytag® Gemini® double-oven range; Maytag® Ice2O™ French-door bottom-freezer refrigerator, the first of its kind with external ice and water; and Maytag® Jetclean® dishwashers. Maytag brand is part of the Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion, 73,000 employees, and 69 manufacturing and technology research centers around the world. For more information on any Maytag brand appliance, visit <http://www.maytag.com>.

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