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Maytag Brand Introduces Packages for Builders

Better Built Homes Start With Better Built Products

LAS VEGAS (Las Vegas Convention Center, #C3543) (Jan. 19, 2010) – Maytag brand, offering uncompromised reliability and durability, presents an exclusive base kitchen package and a complete line of stylish appliance suites for every homebuyer at every stage of life. Since builders choose and showcase brands that are a positive reflection for quality, the new lines offer homebuyers a fresh, contemporary design with the dependable strength of the Maytag brand.

“Better built homes start with better built products, and Maytag brand understands that products built with durability in mind earn the confidence of homebuyers,” said Tracy Frye, senior contract marketing manager at Whirlpool Corporation. “With every home a builder designs and builds, they also grow their reputation. Now with diverse appliance options to meet the needs of different lifestyles, it is even easier for building professionals to build with the confidence of the Maytag brand.”

According to Smith-Dahmer Associates’ 2009 “Consumer State Tracker Qualitative Research” homebuyers recognize Maytag brand as: Trusted (87 percent), Strong (78 percent), and Timeless (75 percent). The new package options are designed for a full range of homes – entry level, move-up and custom-built – and offer an excellent line of kitchen and laundry appliances built with the strong principles Maytag-brand loyalists have come to expect.

- The base kitchen package offers dependable freestanding suites that appeal to new homebuyers.
- The second appliance package’s appealing aesthetics combine features and performance perfect for the move-up homebuyer. The line’s appliances, including the Maytag® Power Zone and Power

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Center for cooking, are equipped with more power and capable of handling larger loads than ever before.

- The third appliance package provides impressive high-performance features and sophisticated aesthetics for the savvy homebuyer, including high-efficiency front-load laundry, featuring a gas range with the industry's most powerful 3,200-watt Speed Heat™ element and the Maytag® JetClean® Dishwasher with SteamClean Option and Silverware Blast™.

About Whirlpool Corporation

Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. The Inside Advantage™ is designed to meet the needs of Whirlpool Corporation's building community customers. More than a program, The Inside Advantage™ provides trade customers with the strength of Powerful Brands, Innovative Products, Market Insight and Targeted Services, all from one company.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2008, 70,000 employees, and 67 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Consul*, *Bauknecht* and other major brand names to consumers in nearly every country around the world. For more information on Whirlpool Corporation and its offerings for building professionals, please visit insideadvantage.com or call 1-800-952-2537.

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