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NEW MAYTAG® APPLIANCES OFFER EVEN MORE COOKING POWER IN THE KITCHEN HELPING CONSUMERS GET IT ALL DONE

Whether remodeling or replacing kitchen appliances, better-built Maytag appliances offer performance for today's needs

LAS VEGAS, Jan. 19, 2010- A kitchen is a cook's fingerprint; each one is unique to the individual. Knowing every consumer is as unique as the next, Maytag® created its latest generation of appliances with features to cater to individual preferences. For those who are building or remodeling, the new Maytag built-in cooktops provide more powerful burners and combination built-in ovens offer capacity, cooking performance and speed with both a microwave and an oven in one appliance. For those replacing a range, and with no desire to cut into the kitchen drywall, Maytag Gemini® offers the option of a double oven in a freestanding range.

"To help home cooks accomplish more with their time, appliance makers have integrated features like convection and self-cleaning, ultimately increasing the performance of the appliance," said Gail Bruce, senior brand manager, Maytag kitchen products. "Also, Maytag owners value the ease-of-use, flexibility and dependability of their appliances. Features like the 15,000 BTU Power Cook burner and 6.7 cu. ft. of dual oven capacity allow them to get more done."

Renovate the Kitchen and Increase Your Cooking Power

Newly designed electric and gas cooktops combine a variety of elements and burners that go from a full-power to a warm setting, offering numerous configurations to suit every consumer.

The latest in gas 36 in. **built-in cooktops** (MGC8636WS) offer two 12,000 BTU burners to provide high-heat options for quicker, more consistent cooking. Additionally, the cooktop features one 15,000 BTU Power Cook Griddle burner which is perfect for cooking food like pancakes and accommodates longer cookware for more cooking options.

The new electric 30 in. (MEC7630W) and 36 in. (MEC7636W) built-in cooktops feature a smoothtop glass-electric surface for easy cleaning which also is shatter resistant. Both offer a Triple-Choice™ radiant element to provide 12 in., 9 in. and 6 in. of cooking space in one location. This provides flexibility whether the last dish is chocolate sauce or pork chops. Additionally, the 10 in. 3,200 watt Speed Heat element is the most powerful available and ideal for faster boiling and better searing.

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Built-in ovens offer Even Air true convection (MEW7630WDS), which uses a third, high-wattage element along with a fan to circulate heated air throughout the oven to deliver consistent temperatures for even browning and faster cooking results. A nice addition is the Convection Conversion option that automatically converts standard recipe time and temperature to the appropriate convection time and temperature, for peace of mind even when cooking a long-time favorite recipe.

Upgrade to a Double Oven without Tearing Down the Walls

As consumers continue to cook more meals at home, many may like to have the flexibility of a double oven to cook multiple dishes at differing temperatures, but may not have the remodeling budget for a built-in double oven. The newest generation of the Maytag Gemini (MET8885WS) offers the industry's largest available double oven capacity in an electric range. Together the two oven spaces in one unit create 6.7 cu. ft. of capacity, ideal for cooking large meals in a short amount of time.

To help the cook save on clean up time, Maytag has integrated dishwasher-safe grates and knobs on cooktops, adjustable self-cleaning oven levels and hidden bake elements for easy oven spill cleanup into many of its models.

The built-in cooktops and oven listed above are available now nationwide. The 36 in. gas cooktop (MGC8636WS) is \$1,249 MSRP in stainless only. The 30 in. electric cooktop (MEC7630WS) is \$849 MSRP in white or black and \$949 in stainless. The 36 in. electric cooktop (MEC7636WS) is \$999 MSRP in white or black and \$1,099 in stainless. The combination double built-in oven (MEW7630WDS) is available now in white, black and stainless at a starting MSRP of \$2,249.

The latest Maytag Gemini will be available in fall 2010 in white, black and stainless. Gas models (MGT8885WS) will start at an MSRP of \$1,249 and the electric models (MET8885WS) will start at an MSRP of \$1,149. Visit www.maytag.com for more information.

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 enduring tradition of quality production and performance continues to thrive. Exceptionally durable, commercial-grade components are found in many Maytag brand appliances – including Maytag® Performance Series front-load and Maytag® Centennial® top-load washers and dryers. 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 in 2008, 70,000 employees, and 67 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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