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**MAYTAG® FRONT LOAD WASHER WORKS TO KEEP LAUNDRY FRESH
UNTIL YOU'RE READY TO DRY**

The Maytag® Performance Series Washer with Dynamic Venting Technology™ Also Offers Best Cleaning in the Industry Enabled by the Power Wash Cycle*

LAS VEGAS, Jan. 19, 2010 - A survey by Whirlpool Corporation found that 60 percent of consumers who use front-load washers are most concerned with controlling odors – especially when damp laundry is accidentally left in the washer too long. The Maytag® Performance Series front-load washer with Fresh Hold™ option solves this problem and makes re-washing neglected laundry a thing of the past.

The high-efficiency, ENERGY STAR® qualified Maytag Performance Series washer uses Dynamic Venting Technology™, an industry-first, available on 450, 550 and 950 model washers. The Fresh Hold option incorporates a fan to circulate air and keep freshly laundered clothes from developing sour odors when left in the washer up to 10 hours, and costs only about a penny per cycle to operate. Maytag Dynamic Venting Technology, coupled with durable Maytag engineering, will provide households with years of reliability, powerful cleaning and fresh laundry.

“Maytag brand’s Performance Series washer with Dynamic Venting Technology makes the laundry process a convenient fit into any consumer’s busy schedule,” said Tanu Grewal, senior brand manager for Maytag. “With better built appliances, we’re providing years of superior performance. Additionally, a 10 year warranty on the drive motor and stainless steel wash basket demonstrates our commitment to offering worry free products.”

The Fresh Hold option with Dynamic Venting Technology starts after the wash cycle is complete. It combines intermittent tumbling action with air circulation from a quiet – yet powerful – fan in the rear of the washer to reduce moisture in the load. With this technology, consumers can delay drying for up to 10 hours as the Fresh Hold fan keeps clean washed clothes smelling fresh until they can get them into the dryer.

In addition to the Maytag Performance Series washer’s odor-fighting Dynamic Venting Technology, the machine also offers Best Cleaning in the industry enabled by the Power Wash cycle*. The Power Wash cycle delivers extended wash time, extra cleaning action, and a thorough rinse to clean out the toughest stains and ground-in dirt. Apart from this, a variety of standard features enhance the laundry experience on these models. The Performance Series 450 (MHWE450WR), 550 (MHWE550WJ) and 950 (MHWE950WW) model washers come equipped with a 4.5 cu. ft. I.E.C. capacity which accommodates larger loads, for fewer total loads per week.

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The Maytag Performance series washer with Dynamic Venting Technology with Fresh Hold option is available at an MSRP starting at \$1,299 and comes with a 10 year warranty on the washer motor and stainless steel wash basket. Additionally, the fan used in Dynamic Venting Technology is covered by a five year parts warranty. 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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* Among leading brands; comparable cycles, default settings