



## **FOR IMMEDIATE RELEASE**

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### **ADDED CONVENIENCE AND VERSATILITY FOR CONSUMERS WITH NEW MAYTAG® ECOCONSERVE™ SIDE-BY-SIDE REFRIGERATOR**

*New model offers feature to increase ice production and flexible storage options to accommodate everything you need for your next party*

**LAS VEGAS, Jan. 19, 2010** – Whether planning a special party or just staying organized, the newest Maytag® side-by-side refrigerator offers great new features and options. Need more ice for drinks? This new refrigerator allows you to select a feature that accelerates ice production. Need more freezer space? The new Maytag EcoConserve™ side-by-side refrigerator (MSD2559XE) delivers 15 percent more usable freezer storage space with the Store-N-Door® ice dispensing system<sup>1</sup>– that’s enough room to fit 17 half-gallon cartons of ice cream. A new triple action shelf adds three layers of adjustable storage in the refrigerator to accommodate a birthday cake, two-liter soda bottles or a punch bowl.

These features add to the flexibility of the Maytag side-by-side refrigerator, which also has a full-width, slide-out snack drawer to prevent party treats from getting lost in the back of the refrigerator. An Adjusti-Temp™ deli drawer accommodates a wide range of food items in ample storage space, and a full-size FreshLock™ crisper for storing produce to maximize freshness. There’s also a covered dairy compartment to help keep butter and cheese fresh and easy to find.

“So consumers don’t have to compromise, Maytag strives to provide appliances that fit their real-life needs,” said Patrick Clarke, refrigeration project manager for Whirlpool Corporation. “The new side-by-side refrigerator is built with the durability that Maytag is known for and has flexible storage options, and the option to increase ice production to make party planning quick and easy.”

After the party preparation is complete, consumers can spend more time enjoying the party and less time worrying about spills or spoiled food. If the punch is accidentally knocked over, two adjustable full-width Spill-Catcher™ glass shelves will help keep the spill contained. And a control lock helps prevent unintended changes to ensure temperatures remain steady to help keep food fresh. If it’s still necessary to adjust the temperature, exterior controls make it easy to do so without opening the door.

All of these features come at a lower energy cost. The newest model exceeds ENERGY STAR® standards by an additional 10 percent, helping to save even more on utility bills. In fact, the average energy used is less than that of a 60-watt light bulb run continuously.

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### **Have a Large Party Tray? No Problem**

For families who entertain with larger trays or use more fresh ingredients than frozen goods, the latest Maytag French door refrigerator (MFI2670XEM) is a great alternative. The ENERGY STAR® qualified model opens wide to store a half sheet cake and offers Wide-N-Fresh™ deli drawers to accommodate a large serving platter or deli tray.

Consumers also can save on bottled water by using a refillable water bottle and filling it with PUR® filtered water, available through the external ice and water dispenser. An indicator light on the exterior of the refrigerator turns on when it is time to replace the filter, about every six months or 200 gallons. The integrated dispenser creates a smooth, modern look while the amber LED lighting makes visibility easy day or night.

Built to last, both refrigerators have strong components such as die cast handles on stainless steel models and durable hidden hinges that streamline the look of the refrigerator and allow it to slide easily under overhead cabinets.

The new Maytag EcoConserve™ side-by-side refrigerator (MSD2559XE) will be available in April 2010 starting at an MSRP of \$1,399 for black and white and \$1,599 for stainless. The French door refrigerator (MFI2670XEM) will be available September 2010 starting at an MSRP of \$2,099 for black or white and \$2,299 for stainless. For more information on Maytag refrigeration, visit [www.maytag.com](http://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 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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<sup>i</sup> Compared to 25 cu. ft. Maytag models with conventional ice makers.