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## **Maytag® Brand Launches New Advertising Campaign**

### **Features the New Maytag® Repairman Major Component of Integrated Marketing Campaign**

BENTON HARBOR, Mich. (May 1, 2007) — Maytag® brand launches today its first major advertising campaign since being acquired by Whirlpool Corporation last year and its first national campaign featuring the new Maytag® Repairman, played by Clay Jackson who was recently discovered during a nationwide, public search involving more than 1,500 people. The first of three national television commercials will begin airing today on top-ranked shows including Fox Network's *American Idol*.

The new commercials are part of a robust, integrated marketing campaign to revitalize the 100-year-old Maytag brand and reinforce its unequalled tradition of quality and dependability. Jackson, as the new Maytag Repairman, will play a major role in bringing those qualities to life.

Instead of waiting for the phone to ring, as historically portrayed in the Maytag Repairman's 40-year legacy, the new brand icon plays a more active role by leaving the office and searching for other things that need to be fixed.

"These spots give the first glimpse into the new Maytag Repairman's role and will have viewers wondering where he might show up next," explains Jeff Davidoff, vice president of brand marketing and communications, Maytag.

The first commercial will appear nationally today with two additional spots airing in the coming months. The spots will air on top-rated programs such as *American Idol*, *Good Morning America*, *Live with Regis & Kelly*, *Oprah*, *The Ellen DeGeneres Show*, *Dancing with the Stars*, *Grey's Anatomy* and *ER*.

In addition to featuring the Maytag Repairman, the three commercials will highlight several products including the Maytag® Epic™ Front Load washer and dryer, the new Maytag® Centennial™ Top Load washer and dryer and the Maytag® Ice<sub>2</sub>O™ French door bottom-freezer refrigerator.

Publicis New York, Maytag brand's advertising agency of record, created the spots. "The campaign is smart, edgy and funny. Each spot will feel a bit unexpected and will not have a specific formula — which allows us

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to keep the campaign fresh and provides the freedom to bring it in new, relevant directions,” notes Ed Han, senior vice president, creative director, Publicis.

The approach and storyline are designed to easily transfer to future applications of the Maytag Repairman campaign — including additional television, interactive, print, radio and public appearances.

### **Background on the Maytag Repairman**

Created in 1967, the Maytag Repairman has become an iconic advertising and marketing figure and is the longest running real-life advertising character on network television. Jackson is the fourth person to portray the brand icon during its 40-year existence — but he’s not your father’s Ol’ Lonely®. The newly announced Maytag Repairman sports a new uniform, a new attitude and is an evolution of the dependable character that first appeared on national television in 1967. After participating in the brand’s first-ever public search that included union calls and open auditions, Jackson was unanimously chosen by the brand’s executive search team as the spokesperson capable of bringing the core values of the Maytag brand to life. “Clay is perfect for our new take on the role. He’s energetic, young-at-heart and outgoing while still being dependable and reliable,” states Davidoff.

### **More About the Integrated Marketing Campaign**

The new Maytag brand advertising is part of a multi-media, integrated marketing campaign that includes several other components: the brand’s new Web site ([www.maytag.com](http://www.maytag.com)), all new point-of-purchase materials and literature and several other elements that are designed to revitalize the Maytag brand and illustrate its commitment to dependability and quality.

In addition to Publicis, several other agencies are playing a part in the integrated marketing campaign. Arc Worldwide Chicago, interactive agency of record for Maytag brand, helped redesign and launch the brand’s new Web site and create the Maytag Repairman’s site ([www.nextmaytagrepairman.com](http://www.nextmaytagrepairman.com)) where behind-the-scenes footage, the new television ads and ongoing coverage of the Maytag Repairman are being posted. Carmichael Lynch Spong, public relations agency of record for Maytag brand, has played a role in promoting the Maytag Repairman search, selection and announcement and other brand revitalization initiatives including Maytag brand’s recent return to Best Buy stores. ARS Advertising, the print agency of record for Maytag brand, has recently redesigned the collateral for both consumer and trade efforts, as well as in-store executions, and is collaborating with partnering agencies to bring the Maytag brand photography to the next level. Other Maytag brand agencies involved in the integrated campaign include: Optimedia, Frankel, Miller Brooks, Walton | Isaacson, Smith-Dahmer Associates and Digitas.

### **About Whirlpool Corporation**

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion, more than 73,000 employees, and more than 70 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Bauknecht and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at [www.whirlpoolcorp.com](http://www.whirlpoolcorp.com).