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Maytag® Brand Unveils New, Beautiful Epic® Front-Load Laundry

Featuring Intuitive Technology and Powerful Engineering With Oxi/Prewash Option

BENTON HARBOR, Mich. (Oct. 1, 2007) — From top to bottom, Maytag® Epic® front-load washers and dryers deliver all of the strength and dependability for which the Maytag brand is known. Now available in a new, beautiful Arctic Blue color, the Maytag Epic is equipped with intuitive technology and powerful engineering elements.

The Maytag Epic features an Oxi/Prewash option that automatically dispenses the stain-fighting performance of OxiClean® and other pre-treater additives before the wash cycle begins. The Epic washer and the unique chemistry of OxiClean® work together to tackle tough stains like red wine, coffee and dirt.

With more than 20 powerful engineering elements in both the washer and dryer, families can be assured that this laundry line delivers on the rich brand heritage of Maytag. The Maytag Epic line features a Smooth Balance™ Suspension System that works like shock absorbers to help reduce noise and vibration. The washer's tilted stainless steel wash basket is constructed of super tough steel yet remains smooth to protect fabrics. The dryer's DuraCushion™ Dryer Drum offers a cushion finish that lasts for years, resists scratches and stains and allows clothes to gently glide off its surface without snagging. Design features like these are what Maytag loyalists have come to expect from their washers and dryers throughout the brand's 100-year history, and what have helped Maytag brand washers last longer than any other leading brand.*

"Five generations of families have trusted the Maytag brand to help clean their toughest soils and care for their most delicate washables," said Drew Fraser, vice president for laundry products for Maytag brand. "With the Maytag Epic, we are living up to the Maytag brand credo of durability and dependability and offering the intuitive technology our consumers seek."

Saves Energy and Intuitively Meets Your Needs

The Maytag EPIC front-load washer is available in two ENERGY STAR®-qualified models providing 3.8 cubic feet of wash space. Each load uses 65 percent less water and 46 percent less energy

than conventional top-load washers. Intuitive features, like the IntelliFill™ Automatic Water Level Sensor and IntelliTemp™ Automatic Temperature Control, monitor incoming water temperature and minimize the amount of water used, aiding in energy conservation. The Sensi-Care™ Wash System adjusts basket rotation speeds for cleaning heavy or delicate loads. Washers range in suggested retail price from \$1099 to \$1399 for MFW9600S models and MFW9700S models, respectively.

The Maytag Epic front-load dryer delivers 7.0 cubic feet of drying space. The GentleBreeze™ Drying System incorporates diagonal airflow to dry clothes in the same amount of time it takes to wash them.** IntelliDry® sensor technology helps protect clothing by measuring moisture levels and temperatures as a load tumbles, minimizing the risk of over-drying and shrinking. A reversible swing door provides versatility for any laundry set-up. Maytag Epic dryers are available in gas and electric models, and the suggested retail price ranges from \$899 to \$999 for the MED9600S and MED9700S electric models, and \$959 to \$1059 for the MGD9600S and MGD9700S gas models, respectively.

All the Right Options

Maytag Epic washer and dryer Control Lockout child safety latches provide peace of mind, and extra-large windows in the doors offer clear views of laundry in-cycle. Robust, die-cast metal knobs feel solid to the touch and provide smooth, fluid control selections, while rubber-coated, steel inset pocket handles deliver strength and style. Maytag Epic models are now available in three color options: new Arctic Blue, Silver-on-White and Silver-on-Black.

About Maytag Brand

For a century, Maytag brand appliances have been synonymous with dependability and durability. Through the commitment of Whirlpool Corporation, Maytag brand's unequaled tradition of quality production and unrivaled performance continues to thrive. Exceptionally durable, commercial-grade components are found in all Maytag brand appliances – including the Maytag® Epic® front-load and the Maytag® Centennial™ top-load washers and dryers, the Maytag® Gemini® double-oven range, the Maytag® Ice₂O™ French door bottom-freezer refrigerator, the first of its kind with external ice and water, and the Maytag® Jetclean® dishwashers. Maytag brand is part of the Whirlpool Corporation, 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. For more information on any Maytag brand appliance, visit <http://www.maytag.com>.

*Based on the average age at replacement using independent research conducted 1980, 1983, 1984, 1987, 1990, 2002 and 2006. Processed numbers of survey responses ranging from 6,000 to 35,000.

**Based on a 9 lb. load.