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**Maytag® Brand Dishwashers with New “SteamClean” Option
Remove Stubborn Residue from Glassware, Dishes**

Powerful Dishwashers Deliver Dependable Cleaning Performance Through Steam

ORLANDO, Fla. (Feb. 13, 2008) – Maytag® brand dishwashers now feature an industry-leading SteamClean option to get glassware clean the first time, every time. Thanks to this high-heat option, the dishwashers remove even the most stubborn residue and spots from glassware, delivering more powerful cleaning performance than ever before.

Whirlpool Corporation, which acquired Maytag brand in 2006, is the first in the industry to launch a steam option in dishwashers. The new SteamClean option further enhances the proven performance and powerful components already found in Maytag brand dishwashers and reduces pre-washing and re-washing.

“Maytag brand dishwashers with the SteamClean option provide high-quality, dependable cleaning for those consumers who find themselves re-washing or polishing spots from glassware,” said Audrey-Reed Granger, director of public relations for Maytag brand.

According to a national survey Maytag conducted to learn more about dishwashing habits, most people still scrape or rinse their dishes before putting them in the dishwasher¹. More than half the respondents said they worry that their current dishwasher won’t get dishes clean enough. Of those who end up re-washing dishes, the top five reasons are to remove “film” residue on glassware; spots on glasses, silverware and plates; hard water deposits; un-removed food soil and re-deposited food soil.

Removing the Residue

The new SteamClean option adds 24 minutes to the end of the wash process. During that time, dishes and glassware are inundated with high-temperature steam. The SteamClean option ends with a 154-degree Fahrenheit rinse to get the last bits of grubbiness off the dishes. By combining the most powerful motor², the

finest filtration³, the most active spray jets of any other brand dishwasher³ and the new SteamClean option — Maytag brand dishwashers eliminate the chore of pre-washing dishes and the frustration of food residue.

Dependable Innovations

Maytag brand dishwashers are built with proven innovations including the Jetclean® Power Module, a 1/3-HP motor that creates high water pressure, achieving outstanding cleaning results. Other features include Micro-Fine Plus Filtration, which captures particles as tiny as poppy seeds and coffee grounds; and heavy-duty DuraGuard® Nylon Racks, which protect dishes and glassware from scratches and damage while resisting rust. Also, each load can be customized with an upper rack that can be adjusted or completely removed for washing oversized items in the lower rack. The ENERGY STAR®-qualified dishwashers use less water and save energy, for lower utility bills.

Maytag brand dishwashers with SteamClean option have a suggested retail price of \$849 to \$949 and are available at home improvement stores and appliance centers. Visit www.maytag.com to learn more about the new SteamClean option and how high-heat steam effectively removes residue from glassware.

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 unequalled tradition of quality production and unrivaled performance continues to thrive. Exceptionally durable, commercial-grade components are found in Maytag brand appliances – including the Maytag® EPIC z™ 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>.

¹Caravan telephone survey of 1,016 respondents, November 9-12, 2006.

²Based on the motor rating label, among leading brand tall tub dishwashers.

³Among leading brand tall-tub dishwashers.