

## **FOR IMMEDIATE RELEASE**

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### **Maytag® Bravos® High Efficiency Top-Load Laundry Pair Now offers Allergen Control**

**LAS VEGAS, Jan. 20, 2009** – The Maytag® Bravos® top-load high-efficiency washer now features two cycles to target common household allergens. The sanitary cycle and the super wash cycle, offered on Maytag Bravos Quiet Series 800, are proven to remove at least 95 percent of dust mites and pet dander from clothing. These deep cleaning cycles are an effective alternative to bleach.

Maytag Bravos is also the first top-load washer qualified at the CEE Tier III level energy standards, the highest efficiency in the industry, delivering 70 percent water and 67 percent energy savings.<sup>1</sup> And, as one of the largest capacity washers at 4.7 cubic feet (IEC), Bravos washes more laundry per load, reducing the number of loads washed each week and saving additional energy costs.

In the past five to six years, Whirlpool Corporation shows a growing trend toward consumers gravitating to top-load washers because of the style and efficiency. “Now consumers don’t have to compromise,” stated Christian Cerda, general manager for Maytag. “Maytag gives consumers everything they want – an energy efficient washer in the favored top-load style.”

Durable components and dependable features are at the heart of the Bravos pair – including a commercial-grade stainless steel wash basket that doesn’t chip, rust or stain, Smooth Balance Hung Suspension System with Superior Vibration Control, double balancing rings to counter balance off-balance loads even during a 1000-RPM spin, an impeller wash system with Sensi-Care™ technology, and the Gentle Breeze™ drying system with IntelliDry® sensors – providing years of smooth, reliable energy-saving performance.

“Maytag brand washers last longer than any other leading brand<sup>2</sup>,” said Cerda. “This is a level of dependability that has built trust with Maytag brand appliance owners for more than 100 years.”

Maytag Bravos laundry also offers the power and convenience of steam. The Bravos steam dryer offers a variety of steam cycles, including the 15-minute “Rapid Refresh” setting, to quickly rejuvenate a single item or outfit. The “Custom Refresh” steam cycle is for larger loads and is ideal to reduce wrinkles with clothes left overnight in the dryer, or to refresh and deodorize throw pillows, comforters or curtains.

Maytag Bravos laundry offers the appeal of high efficiency while also saving trips to the drycleaners. “Steam dryer cycles can rejuvenate an outfit by removing odors and reducing wrinkles in clothing,” said Cerda.

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<sup>1</sup> CEE Tier system is based on the Department of Energy Consortium for Energy Efficiency ratings. Percentages compared to conventional top-load washers.

<sup>2</sup> 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.

The Bravos dryer conveniently connects to the existing laundry-room waterline, so there is no reservoir to fill, just on-demand steam cycles with the push of a button. Inside the dryer, a small nozzle distributes a fine mist of water throughout the heated dryer as clothes tumble. The heated air combines with mist to form steam to help relax wrinkles and remove odors from dry clothes.

Maytag Bravos dryers range in suggested retail price of \$999 to \$1,299 and washers have a suggested retail price of \$1,099 to \$1,399. Maytag Bravos steam dryers and high-efficiency top-load washers are now available at appliance retailers and home improvement stores throughout the United States.

**See Maytag appliances at the International Builders' Show**

Las Vegas Convention Center, Booth # **C5843**

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Learn more @ [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 unequaled tradition of quality production and unrivaled performance continues to thrive. Exceptionally durable, commercial-grade components are found in all Maytag brand appliances – including Maytag® Performance Series front-load and Maytag® Centennial™ top-load washers and dryers; Maytag® Gemini® double-oven range; Maytag® Ice2O™ French-door bottom-freezer refrigerator, the first of its kind with external ice and water; and 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 \$19 billion, 73,000 employees, and 69 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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