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**New Performance Series Front-Load Washers and Dryers
Offer Commercial Technology, Color and Steam Options**

LAS VEGAS, Jan. 20, 2009 – From heavy duty springs and belts to beefed up motors and frames – the new Performance Series washers and dryers are engineered with Maytag Commercial Technology (MCT) under the hood. Designed for use in commercial applications, the commercial-grade components found within Maytag Performance Series laundry appliances ensure both strength and dependability for years of reliable performance.

“Maytag has been making washers and dryers for laundromats and high-volume commercial settings for 50 years,” said Christian Cerda, general manager for Maytag. “Incorporating commercial-grade components into our residential laundry products contributes to Maytag brand washers lasting longer than any other leading brand¹.”

The new Maytag Performance Series laundry pairs are available in four bold colors – Crimson, Evergreen, Oxide and White. Most models also feature the sanitizing power of steam. The Performance Series steam 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, removing odors and rejuvenating a few items or an entire load. Also, the dryer is certified by NSF International (www.nsf.org) to sanitize, removing 99.9 percent of tested harmful bacteria. This feature is perfect for sanitizing things that people prefer not to wash like pillows and teddy bears.

The Maytag Performance Series is also ENERGY STAR[®] qualified, each load using 70 percent less water and 70 percent less energy than conventional top-load washers². With a wash basket capacity at 4.4 cubic feet, now you can wash more laundry in every load, reducing the number of loads washed each week. Intuitive and dependable features monitor incoming water temperature and levels, aiding in energy conservation.

GentleBreeze[™] Drying System incorporates diagonal airflow to dry clothes in the same amount of time it takes to wash them, and IntelliDry[®] sensor technology minimizes the risk of over-drying and shrinking, conserving even more energy.

The Performance Series washers range in suggested retail price from \$1,099 to \$1,599; dryers range from \$1,099 to \$1,499. They are 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

¹ Based on independent research of over 5,000 surveys processed, 2006.

² Compared to pre-2004 conventional washers.

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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