

## **FOR IMMEDIATE RELEASE**

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### **NEW MAYTAG SIDE-BY-SIDE REFRIGERATORS BRING CONVENIENCE AND DURABILITY TO THE KITCHEN**

*Refrigerators Provide Form and Functionality with Fill-N-Chill™ and Right Size Ice Cubes*

**BENTON HARBOR, Mich., March, 2009** – Fill-N-Chill™ dispenses ice and water together, “right size” ice cubes fit easily into refillable water bottles and adjustable SpillCatcher™ shelves keep messes contained. These are among the numerous improvements available within the new Maytag brand lineup of ENERGY STAR qualified side-by-side refrigerators. The new refrigerators are equipped with an array of features that fit the way we live today, and are better built with durable components to provide consumers with years of convenience within the kitchen.

Durable storing options for fresh foods, meats and beverages can be a challenge to find in a busy household. The new Fill-N-Chill side-by-side refrigerator provides households with reliable refrigeration options, as consumers can dispense water and ice simultaneously, program the water to dispense the exact amount needed for a recipe or ensure fruits and vegetables last longer with the Freshlock™ crisper pan. The Fill-N-Chill refrigerator adds versatility to the kitchen, as well as durability, since its exterior comes complete with die cast handles on the stainless steel and Silver-Ultra models that are not only aesthetically pleasing but also built to endure the test of time. The feature-loaded Fill-N-Chill appliances are a part of Maytag’s 2009 products engineered to provide consumers with long-lasting refrigeration solutions.

The Fill-N-Chill dispenser ensures each and every serving of water is at its coolest as ice and water are dispensed concurrently from a single pad. The dispenser easily accommodates a variety of containers including glasses, pans and pitchers up to 9 inches tall, making water and ice accessible at the push of a single button.

“For years Maytag has engineered numerous refrigeration enhancements designed to make our customers’ lives easier in the kitchen,” said Monica Teague, senior manager of public relations for Maytag brand. “The Fill-N-Chill dispenser, FreshLock crisper and SpillCatcher demonstrate our continual commitment to innovation with durability in mind.”

Maytag’s new side-by-side Fill-N-Chill refrigerators are better built to provide dependable functionality and handle a variety of tasks in the kitchen. Adjustable SpillCatcher glass shelves and durable metal handles help make the new Maytag refrigerator line a sleek and strong choice to update the look of any kitchen.

The Maytag side-by-side Fill-N-Chill refrigerators will be available spring 2009 at appliance retailers and home improvement stores throughout the United States. Please visit [www.maytag.com](http://www.maytag.com) for more information.

### **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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