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TARGETED SILVERWARE CLEANING IN MAYTAG® DISHWASHERS DELIVERS SPARKLING RESULTS

Industry-First Silverware Blast Provides a Powerful Clean

LAS VEGAS, Jan. 20, 2009 – Maytag® Jetclean® dishwashers now offer an exclusive Silverware Blast feature that ensures silverware and utensils come out clean the first time every time. The Maytag Silverware Blast is the first of its kind in the industry and provides households with an easy and effective way to clean silverware without having to rinse utensils prior to loading the dishwasher. This new feature adds to Maytag brand's reputation for exceptionally robust components and long-term dependability.

Tough silverware soils are oftentimes too tough for traditional dishwashers to handle, requiring consumers to put in extra effort pre-washing and re-washing utensils. The Silverware Blast feature has four spray jets targeted specifically at the silverware basket to evenly distribute focused water pressure. The increased water pressure removes caked-on food particles.

“For more than 40 years, consumers have relied on their Maytag dishwashers to make kitchen clean-up easier,” said Monica Teague, senior manager of public relations for Maytag brand. “With Silverware Blast, Maytag consumers can depend on their dishwasher to remove even the toughest grime from utensils.”

The Silverware Blast option makes dishwashing hassle-free as consumers are equipped with the peace of mind that their flatware will get a thorough cleaning in just one cycle. The power of the high pressured water produced by targeted spray jets ensures that silverware is left spotless. In addition to offering the power of focused spray jets, the Maytag dishwasher's Silverware Blast feature enhances consumer convenience as it automatically adjusts by cycle settings to handle light stains or the toughest grime.

For added cleaning of glassware, Maytag offers the power of steam in its dishwashers. The Silverware Blast feature can be intensified by combining it with the SteamClean feature, which specifically targets glassware, removing even the finest food particles and film. And, as with all Maytag brand appliances, durability and quality are standard.

The Silverware Blast feature will be available on the Maytag MDB6709AW, MDB7559AW, MDB7809AW and MDB8959AW models in July 2009 and suggested retail prices range from \$599 to \$1,049. Maytag dishwashers with the Silverware Blast feature 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

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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