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Contacts:

Audrey Reed-Granger
Maytag Brand
(269) 923-7557
Audrey_Reed-Granger@Whirlpool.com

Kristine Vernier
Carmichael Lynch Spong
(269) 923-3978
Kris_Vernier_CLS@Whirlpool.com

**New, Slimmed-Down Maytag® Centennial™ 27-Inch Dryer:
Delivers Durability and Dependability within Space Constraints**

Fits through Doorways, into Small Laundry Rooms and Delivers Great Capacity

ORLANDO, Fla. (Feb. 13, 2008) – Twenty percent of homeowners say getting major appliances through the doorway is the most frustrating aspect of installation¹. The same poll confirmed that 94 percent of homeowners consider dependable product features to be important when purchasing a major appliance. Maytag® brand now offers a streamlined Centennial™ dryer that fits smaller spaces and delivers the dependability that people have come to expect from Maytag brand appliances.

While the most common width for a washing machine is about 27 inches, standard dryers are often 29 inches wide, causing problems in tighter spaces. The new, slimmer, 27-inch Maytag Centennial dryer fits those spaces and still delivers the largest drying capacity of any Maytag brand dryer.

“Homeowners demand a variety of durable appliances to meet their needs,” said Brett Oleson, category manager for Maytag laundry products. “We reconfigured this Maytag Centennial dryer to address installation concerns for apartment dwellers and owners of older or smaller homes, while delivering family-size capacity and maintaining Maytag brand’s lasting commitment to dependability.”

Thanks to Maytag brand engineering, the 27-inch Centennial dryer offers 7.4 cubic feet of drying capacity, the largest capacity offered by Maytag brand. It also features a commercial-grade base frame, a traditional drop-down door and an up-front lint filter. The 27-inch dryer is an alternative to the existing 29-inch Centennial dryer and matches the 26 7/8-inch Centennial washer.

The aesthetics of the entire Centennial line give a nod to Maytag brand’s rich history with styling that features a central control knob and metallic accents. And Maytag Centennial laundry hits home with American preferences for traditional top-loading washing machines; about 70 percent of all washers sold in the United States are the traditional top-load format.

“Maytag brand washers last longer than any other leading brand²,” said Oleson. “It’s that level of product dependability that has built trust with Maytag consumers throughout the past 100 years.”

Dependable Performance

The Maytag Centennial line is built to deliver dependable cleaning performance, with quality you can see, feel and rely on. The dryers — in both the 27-inch or 29-inch models — offer durable performance with features that ensure efficient operation while being gentle on clothes. The GentleBreeze™ Drying System dries clothing in a counterclockwise loop for more consistent drying results. And clothes gently glide off the surface of the white powdercoat DuraCushion™ Dryer Drum, providing years of dependable tumbling with less friction and wear.

The Centennial line features Maytag brand’s Smooth Balance™ Suspension System. In the dryer, the system features permanently lubricated rollers that work with front drum glides for quiet operation and low vibration. In the washer, this system of commercial-grade springs and steel base frame reduces vibration and noise by keeping loads balanced, even while spinning at top speed.

Maytag Centennial dryers range in suggested retail price from \$399 to \$549 for the electric models and \$429 to \$579 for gas models. Washers range in suggested retail price from \$449 to \$649. Maytag Centennial dryers and washers are now available at appliance retailers and home improvement stores. Visit 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 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>.

¹Source: Ipsos omnibus telephone survey of 1,000+ homeowners, September 2007.

²Based 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.