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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

Meet the New Maytag® EPIC z™ High-Efficiency Front-Load Pair

**Versatile Design Allows Washer and Dryer Installation Virtually Anywhere;
Features Dependable Cleaning Performance with Commercial-Grade Components**

ORLANDO, Fla. (Feb. 13, 2008) – The legacy of Maytag® brand laundry continues with the new Maytag® EPIC z™ front-load washer and dryer. The versatile design of this space-saving, high-performance laundry system allows it to be installed virtually anywhere in the home – even small laundry closets and second floor laundry rooms.

Based on 100 years of dependable and proven innovations, the EPIC z laundry system features the quality and reliability expected from Maytag brand products. The front-load washer's Rainfall Clean™ wash system offers exceptional cleaning performance to get clothes clean the first time, and its MaxExtract™ extended spin provides outstanding moisture removal.

The dryer's GentleBreeze™ powerful drying system, combined with the washer's water extraction, takes clothes from wet to dry in under 30 minutes¹. The EPIC z units exceed basic ENERGY STAR® requirements and are some of the most energy efficient in the industry. According to recent Maytag brand research, the ENERGY STAR rating is the feature that most influences a laundry appliance purchase².

“The EPIC z front-load washer and dryer provide solid, dependable features in a flexible design,” said Drew Fraser, vice president for North American laundry products. “They can be stacked, placed side-by-side, tucked under a countertop or set into a tighter-than-normal space. Yet, they still have enough capacity to handle a family's laundry needs.”

Built Strong to Last

For more than a quarter of a century, Maytag washers have lasted longer than any other leading brand³. The new Maytag EPIC z laundry pair upholds this heritage by providing an array of dependable performance features and commercial-grade components.

The washer's Rainfall Clean wash system has a three-baffle design that scoops up and showers water through 138 holes. This quick and thorough fabric saturation system gives detergent more time to work on stains and get clothes clean. In addition, the washer's new NSF Certified Sanitary Cycle heats wash water up to 153 degrees Fahrenheit to remove at least 99.9 percent of test organisms. The washer's space-saving dimensions are 36 inches (height) x 27 inches (width) x 30-1/2 inches (depth).

The Maytag EPIC z dryer includes two rear and two front premium drum rollers, part of the Smooth Balance™ Suspension System, that are permanently lubricated to help eliminate squeaks and noises for quiet operation and low vibration. The dryer offers impressive 6.7 cubic feet capacity with overall measurements that fit small spaces: 36 inches (height) x 27 inches (width) x 28-9/10 inches to 32-9/10 inches (depth).

Suggested retail prices are \$799 to \$949 for the washer, and \$749 to \$959 for the dryer. The Maytag EPIC z units are now available at appliance retailers and home improvement stores. Colors include Arctic Blue with Chrome, Black with Chrome, White with Chrome and White. For more information, visit 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 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>.

¹Based on an average-size load.

²Source: Ipsos omnibus telephone survey of 1,000+ homeowners, September 2007; 30 percent agreed that it was the most important.

³Based on the average age of replacement using independent research that processed numbers of surveys ranging from 6,000 to 35,000 and conducted 1980, 1983, 1984, 1987, 1990, 2002 and 2006.

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