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**Maytag[®] Introduces the Ice₂O[™]
Counter-Depth French Door Refrigerator**

Convenience of a Freestanding Appliance, With the Look of a Built-In

ORLANDO, Fla. (Feb. 13, 2008) – Maytag introduces a counter-depth version of its innovative Ice₂O[™] French Door refrigerator – the first refrigerator with a bottom-mount freezer to offer external ice and water. Consumers who choose this easy-to-install freestanding refrigerator get great convenience, the fitted look of a built-in and the dependability they’ve come to expect from the Maytag brand.

For the family that demands high quality and dependable appliances, the new Maytag Ice₂O counter-depth provides the styling and functionality of a French Door bottom freezer with the benefit of external ice and water dispensing previously found only in side-by-side refrigerators. Hidden hinges enhance the seamless, built-in look.

“The Maytag Ice₂O combines all of the best usability features of a side-by-side and bottom-freezer refrigerator in one unit,” said Gary Langbo, category director for Maytag brand refrigeration. “Most people open the refrigerator about three times more often than they open the freezer, so it makes sense to put the refrigeration compartment at eye-level with two doors that open to provide full access to fresh foods and beverages.”

Strong and intelligent by design

The Maytag Ice₂O with external ice and water dispenser lets consumers fill tall glasses or pitchers with purified water at the touch of a button without opening the door. Its impingement ice system can produce up to eight pounds of ice during a 24-hour period.

The interior of the Maytag Ice₂O is built with powerful, durable components including the SmoothClose™ freezer drawer track system that can hold up to 120 pounds, making it simple to store and access frozen foods. The upper and lower freezer bins open and close smoothly, and the divided lower bin allows for simple organization.

Proven Maytag innovations featured in the refrigerator compartment of the Maytag Ice₂O include Elevator™ shelves that can be adjusted to accommodate taller or shorter items, a Beverage Chiller™ compartment that keeps foods up to four degrees colder than the rest of the refrigerator, and a temperature controlled Wide-n-Fresh™ deli drawer that provides full-width storage for deli trays and party platters. The refrigeration section is also taller than previous French Door models, providing more overall fresh food storage.

The Maytag Ice₂O counter-depth refrigerator is ENERGY STAR®-rated. Refrigerators range in price from \$2,839 to \$3,089 for MF12067AE models and are available at home improvement stores and appliance centers throughout the United States. For more information on Maytag brand products, 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 unequalled 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>.

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