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**Forty Years and Counting – Meet the New Maytag Repairman**

**New Maytag Brand Icon Selected After Nationwide Search;  
Revitalizing Longest Running Real-Life Advertising Character**

ORLANDO, Fla. (Feb. 13, 2008) — Attendees and media will have the chance to meet the new Maytag® Repairman during the 2008 International Builders' Show in Orlando, Fla. The Maytag Repairman will capture photos with trade show guests at the Whirlpool Corporation booth, Feb. 13 and 14, from 10 a.m. - 12 p.m. and 2 - 4 p.m.

Maytag brand selected Clay Jackson of Richmond, Va., in April 2007, after an extensive, open-to-the-public nationwide search. As the new face of Maytag, Jackson is playing a major role in revitalizing the 100-year-old Maytag brand — bringing its unequalled tradition of quality and dependability to life.

More than 1,500 people participated in the audition process including professional actors, construction workers, salesmen and stockbrokers. The two-month search included union casting calls, open auditions and mail-in submissions that were reviewed and evaluated by company representatives. According to Jackson, he decided to try out “on a whim” and attended the open audition in New York, focusing on bringing “something humorous and unexpected” to the character.

Having toured professionally after college, Jackson thought he had gotten acting out of his system when he left the theater in 2000. “The opportunity to combine my love of acting with being a spokesperson for the Maytag brand was something I couldn’t ignore,” explained Jackson, who had been selling real estate for his family’s agency for the last several years.

Jackson is the fourth person to portray the brand icon during its 40-year existence — but don’t expect to see your father’s Ol’ Lonely®. The new Maytag Repairman is sporting a new uniform, a new attitude and is an evolution of the dependable character that was created in 1967.

“The new Maytag Repairman will help revitalize the Maytag brand and its heritage by keeping one foot in our past while putting the other in our future,” said Jeff Davidoff, vice president, brand marketing and

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communications, Maytag. "Clay is perfect for our new take on the role. He's energetic, young-at-heart and outgoing while still being dependable and reliable."

While portrayed on television for the past 40 years as having nothing to do, the Maytag Repairman role is a full-time position that includes multiple national television, radio, print and public appearances. In May 2007, the Maytag Repairman began appearing in the new Maytag brand advertising campaign and meeting with people across North America.

Visit [www.nextmaytagrepairman.com](http://www.nextmaytagrepairman.com) for more information about the new Maytag Repairman, review the highlights from the search and find out what's ahead for the revitalized brand icon.

### **History of the Maytag Repairman**

The character first appeared on American TV screens in 1967. Jackson is one of only four people to portray the Maytag Repairman since its creation: Jesse White retired from the role in 1988 after playing the part for 21 years; Gordon Jump retired in 2003 after starring in the role for 15 years; and Hardy Rawls, took Jump's place in 2003 and played the part through 2007.

### **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 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® Ice<sub>2</sub>O™ 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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