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Contacts:

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

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

Steam is In; Odors and Wrinkles are Out

Maytag brand is first to bring the refreshing power of steam to popular top-loading laundry appliances

ORLANDO, Fla. (Feb. 13, 2008) – Completely natural and highly versatile, steam is one of the most effective cleaners and newest sensations in the laundry room. Now Maytag® brand brings the power of steam to the much-loved top-loading laundry category for the first time. The new Maytag® Bravos™ top-loading, high-efficiency laundry pair introduces steam in the dryer to relax wrinkles, remove odors and refresh clothing and household fabrics.

The Bravos steam dryer offers a variety of steam cycles, including the 15-minute “Rapid Refresh” setting, to quickly rejuvenate a single item or outfit. The “Custom Refresh” steam cycle is for larger loads and is ideal to de-wrinkle clothes left overnight in the dryer, or to refresh and deodorize throw pillows, comforters or curtains.

“It’s a new way of thinking about laundry,” said Blane Buckingham, director of Maytag brand marketing. “Many items of clothing, like sweaters or skirts that have only been worn once, may not need a complete wash and dry cycle or a trip to the drycleaners. The Maytag Bravos steam dryer quickly refreshes and deodorizes these items so they can be worn again, saving time and money.”

The Bravos dryer conveniently connects to the existing laundry-room waterline, so there is no reservoir to fill, just on-demand steam cycles with the push of a button. Inside the dryer, a small nozzle distributes a fine mist of water throughout the heated dryer as clothes tumble. The heated air combines with mist to form steam to help relax wrinkles and remove odors from dry clothes.

The Maytag Bravos washer and dryer adds the power of steam to its list of highly appealing features. The washer offers the preferred top-load design, largest capacity available (4.6 cu. ft.), and high efficiency functionality that saves 51 percent more water and 62 percent more energy than conventional top-load washers¹. The Maytag Bravos washer recently earned Tier II certification from the Consortium for Energy Efficiency (CEE).

As with all Maytag brand appliances, durable components and dependable features are at the heart of the Bravos pair – including an impeller wash system with Sensi-Care™ technology, commercial-grade stainless steel wash basket, and Gentle Breeze™ Drying System with IntelliDry® sensors – providing years of smooth and reliable performance.

“Maytag brand washers last longer than any other leading brand²,” said Buckingham. “This is a level of dependability that has built trust with Maytag brand appliance owners for more than 100 years.”

Maytag Bravos dryers have a suggested retail price of \$849 for the electric models and \$909 for gas models. Washers have a suggested retail price \$999. Maytag Bravos steam dryers and high-efficiency top-load washers are now available at appliance retailers and home centers. 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>.

¹Based on six loads per week, normal cycle.

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.

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