



## FOR IMMEDIATE RELEASE

### **Amana® Brand Introduces Stylish New Front-Load Laundry Pair at International Builders' Show**

*Laundry now made simple with easy-to-handle controls and sleek design*

**LAS VEGAS, (Jan. 19, 2010)** – Never a brand to shy away from style and practicality, Amana brand continues to demonstrate this pattern with the introduction of a new front-load laundry pair – Amana Tandem™. Sure to be a must-have for people looking to upgrade their laundry with great style without emptying the wallet, the pair will debut at booth No. C3543 at the International Builders' Show (IBS) this week in Las Vegas.

Always keeping consumers' needs in mind, the uniquely designed *Touch and Go*™ controls make setting the various cycles easy and more convenient. The sleek styling will help improve a laundry room's appearance, and there is even the handy option of stacking the washer and dryer, which is great for anyone looking to save some space. The laundry pair also offers great capacity at 4.0 cu. ft., saving consumers' time by allowing more laundry to get done in each load.

The washer will save consumers money throughout the year and help out the environment since it meets ENERGY STAR® qualifications. It uses 73 percent less water and 71 percent less energy compared to conventional top-load washers, which adds up to savings of up to \$100 each year. The electric dryer saves consumers 10 percent in energy as compared to traditional top-load electric dryers. The laundry pair also won't interrupt daily life thanks to the *SofSound*™ quiet package, which equips both the washer and dryer with special sound dampeners to ensure quiet operation.

"Amana brand strives to be as innovative as possible, while at the same time always trying to offer up features that are essential in the everyday laundry experience," said Carlos Johnson, senior brand manager, Amana. "With the introduction of the Amana Tandem™ laundry pair, you can easily transform the look and feel of your laundry room and make what most people consider the 'chore of doing laundry' a bit more enjoyable."

The price point for the Amana Tandem™ laundry pair will make purchasing the products accessible for most people. In fact, in a recent online survey of U.S. adults ages 18 and over conducted by Harris Interactive® for Whirlpool Corporation, the majority of adults (68 percent) said they will search until they find the product they are looking for at the right price. The Tandem™ washer (NFW7300WW) will be available in white with an MSRP of \$699 and the Tandem™ dryer (electric NED7300WW and gas NGD7300WW) will also be available in white with an MSRP starting at \$699. The Tandem™ laundry pair will be found at retailers nationwide in 2010.

Visit Amana's booth (No. C3543) during IBS show hours to see the front-load laundry pair. For more information on Amana, go to <http://www.amana.com>, follow Amana on Twitter at <http://twitter.com/amanastyle> or become a fan on Facebook at <http://www.facebook.com/AmanaBrand>.

**Methodology**

This survey was conducted online within the United States by Harris Interactive on behalf of Whirlpool Corporation from November 20-23, 2009 among 2,089 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Monica Teague.

**About Amana**

Established in 1934, Amana has a history of designing innovative cooking, dish, laundry and refrigeration household appliances. With its introduction of the original countertop microwave in 1967, Amana was put on the map as a brand dedicated to bringing convenience to consumers' lives. Amana® brand is part of the Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2008, 70,000 employees and 67 manufacturing and technology research centers around the world. For more information on Amana brand appliances, visit [www.amana.com](http://www.amana.com).

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