



To: All Service Companies
From: Matt Dawes, National Service Manager
Date: September 21, 2006
Re: Maytag Epic by Whirlpool Corporation

The Maytag brand is back.

Following the acquisition, Whirlpool Corporation immediately committed to infusing Maytag brand appliances with new innovations and bolstering the brand with increased marketing support. Over the next 18 months, new Maytag brand appliances will provide glimpses of where the brand design is headed; and the appliances will more consistently incorporate the distinctly powerful engineering that for generations has conveyed the sense of being built strong from the inside out. In addition, the Maytag brand will celebrate the 100th anniversary of its first washing machine in 2007; no other brand holds that place in history.

Among the first steps is the introduction of the new Maytag(R) Epic(TM) Front Load washer and dryer, the first Maytag product launch since the acquisition.

Due to the Maytag Epic being the first product manufactured by Whirlpool Corporation, there are some special circumstances to be aware of:

- Whirlpool Model and Serial numbers on the product.
- Maytag only service companies that run a call, please hold your warranty claim until after the November 1st integration date and process thru ServiceBench



Maytag® Epic™ Front Load Laundry Pair

- The new Maytag® Epic™ front load laundry pair delivers all the dependability and performance consumers have come to expect from Maytag Laundry.
- This horizontal axis platform combines exceptional durability and design both inside and out.
- Their presence alone is captivating, and the strength conveyed by their design is equally discerning.
- Every touch point commands attention. Impressive. Intuitive. Compelling.
- Plus, it's a Maytag, and that says it all.

More details will be provided at the Whirlpool Fall training, please visit www.ServiceMatters to locate the technical training in your area.