After Months of Anticipation - New Maytag® Repairman Announced

Maytag® Brand Makes its Selection after Embarking on Nationwide Search: Revitalization of the 40-Year Advertising Icon

BENTON HARBOR, Mich., April 2, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Maytag® brand announced today that Clay Jackson of Richmond, Va., will be the next Maytag Repairman after conducting an extensive, open-to-the-public nationwide search. As the new face of Maytag, Jackson will play a major role in revitalizing the 100-year-old Maytag brand and will help bring its unequaled 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 newly announced 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 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 new Maytag Repairman role is a full-time position that includes multiple national television, radio, print and public appearances. Starting in May 2007, the Maytag Repairman will appear in the new Maytag brand advertising campaign and will begin making appearances across North America.

Visit 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.

Background on the Nationwide Search

On Jan. 26, 2007, the Maytag brand announced its first-ever public search for the new Maytag Repairman. The search began with union casting during the week of Feb. 12 in Los Angeles, Chicago and New York, followed by open auditions in the same cities. For those who were unable to attend the open casting calls, mail-in auditions were accepted through Feb. 23.

More than 80 people were invited to the callbacks that took place during the week of March 5, and six people were invited to the final round of interviews during the week of March 12. The selection process was based on a variety of criteria including acting and spokesperson abilities and how well the person could personify the Maytag brand's tradition of dependability and quality and keep the brand and its advertising icon relevant.

Jackson was unanimously chosen by the brand's executive search team as the spokesperson capable of bringing the core values of the Maytag brand to life.

History of the Maytag Repairman

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

About Whirlpool Corporation

Whirlpool Corporation is 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. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Bauknecht and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at www.whirlpoolcorp.com.

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