



## FOR IMMEDIATE RELEASE

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### **Uncomplicated Front-Load Laundry Available Now From Amana Brand** *New Amana® Tandem™ pair makes laundry simple again*

**BENTON HARBOR, Mich. (Oct. 18, 2010)** – Throughout history, good things have always come in pairs – fish and chips, milk and cookies, wine and cheese – and the Amana® Tandem™ front-load laundry pair is no different.

The smart new laundry pair, available now, features uniquely designed Touch and Go™ controls that make popping in a load of laundry as simple as pressing a button. With a low price point, stylish design and so many great features, the Tandem™ laundry pair is bound to be your new favorite duo.

The sleek pair helps save time, space, money and the planet thanks to its simple but beneficial features. With a 4.0 cu. ft I.E.C. equivalent\* capacity, the Amana® Tandem™ pair can accommodate large loads, helping consumers get more laundry done in less time. The well-designed duo is also stackable, which is a great option for anyone short on space. When it comes to saving money and the environment, the Amana® Tandem™ pair uses 73 percent less water and 76 percent less energy compared to conventional top-load washers. This can drop consumers' energy bill by as much as \$100 each year, saving \$1,000 in utility costs\*\* over the product's lifespan.

“The Amana® Tandem™ pair gives you simplicity without taking away options,” said Carlos Johnson, senior brand manager, Amana®. “Whether you have a full load or just need to launder a single blouse on delicate – in your spacious laundry room or small studio apartment – the Amana® Tandem™ laundry pair is the duo that fits your needs.”

Both the Amana® Tandem™ washer (NFW7300WW) and dryer (electric NED7300WW and gas NGD7300WW) are available in white with an MSRP of \$649 each. The laundry pair can be purchased at retailers nationwide.

For Amana brand updates and tips, follow AmanaStyle on Twitter at <http://twitter.com/amanastyle>, or become a fan of Amana brand on Facebook at <http://www.facebook.com/AmanaBrand>.

#### **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 \$17 billion in 2009, 67,000 employees and 67 manufacturing and technology research centers around the world. For more information on Amana brand appliances, visit <http://www.amana.com>.

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\* Equivalent volume per I.E.C. International Standard, 4th Ed., based on 3.46 cu. ft. DOE measurement.

\*\*When compared to pre-2004 conventional washer and dryer, electric dryer models only, based on average use, 10-year life.