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## **Amana Builds on 40 Years of Smart Thinking With Five New, Eye-Catching Products at International Builders' Show**

*New refrigerators, countertop laundry washer  
and 40<sup>th</sup> anniversary microwave oven displayed at IBS*

INTERNATIONAL BUILDERS' SHOW, ORLANDO (Feb. 13, 2008) – Leveraging 40 years of innovation, Amana brand introduces five products at the International Builders' Show. On display in booth W701 are three new refrigerators: the Amana® Jot™ dry-erase refrigerator; a designer color top-mount refrigerator; and a new refrigerator with external can dispenser. Also on display are a countertop laundry washer and Amana brand's 40<sup>th</sup> anniversary countertop microwave oven.

“Ever since Amana revolutionized cooking with the first countertop microwave oven in 1967, consumers have come to rely on our smart and practical appliances. Now, thanks to Amana's investment in stylish new features, we're building a lifestyle brand that is positioned to reach the practical style sector as well,” says Rodolfo N. Torello, director of Amana and Value Brands.

### **Time to Make Your Mark: Jot Dry Erase Refrigerator**

Americans already use their refrigerators to post messages and to-do lists, so Amana developed the Jot, the first dry-erase refrigerator in the U.S. The practical, playful design invites consumers to interact with the refrigerator by writing and rewriting directly on it to record messages, draw pictures or even play tic-tac-toe. Dry-erase markers make doodles easy to erase, wiping away concerns that temporary messages may become permanent. The Amana brand is partnering with Crayola® to provide dry-erase markers with each Jot refrigerator. Available now, the refrigerator retails for the manufacturer's suggested retail price (MSRP) of \$549.00.

### **Cold Beverages at Your Fingertips: External Can Dispensing Refrigerator**

Now family members can grab cold cans of soda, juice or other beverages without opening the refrigerator door, courtesy of a new Amana brand refrigerator with an external canned beverage

dispenser. Its inside amenities include a door fruit crisper for delicate fruits; sliding glass shelves; four fridge door balconies and a split fresh control compartment.

### **Privacy at its Best: Countertop Delicates Washer**

Amana brand's new countertop delicates washer is the first in the U.S. to provide a more private option for cleaning your fine washables and undergarment laundry items. A leading designer created its flexible design, allowing it to fit everywhere from upscale home bathrooms to small living spaces such as urban lofts, small apartments and dorm rooms. It is also a great gift item for wives, mothers and college students. The washer's "ozone" cycle provides one of the highest levels of cleansing and bacteria fighting power available.

### **New Designer Colors: Red Top Mount Refrigerator**

Amana brand's new top-freezer refrigerator is available in a new designer color palette that includes a revved-up Red, a sleek Silver, a dramatic Black and Stainless Steel. The refrigerator features contoured, reversible-swing doors with integrated handles and rounded edges. An up-front temperature control system makes it easy to maintain refrigerator and freezer temperatures. The top-freezer designer color refrigerators will be available in Q1 2008 for the MSRP of \$549.00.

### **Cook With the Convenience of Convection: 40<sup>th</sup> Anniversary Microwave Oven**

Amana brand's 40<sup>th</sup> anniversary microwave offers the added convenience of convection, which cooks foods evenly and quickly. Consumers can prepare foods such as roasts or casseroles without having to worry about hot, overly cooked spots or cold, undercooked sections. Convection also makes it easy to prepare delicious baked goods. The 40<sup>th</sup> anniversary microwave is available now for the MSRP of \$549.00.

More information about Amana brand appliances is available at [amana.com](http://amana.com).

### **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 \$18 billion, more than 73,000 employees, and more than 70 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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