



## FOR IMMEDIATE RELEASE

Contact: Monica Teague  
269.923.7405  
[media@Whirlpool.com](mailto:media@Whirlpool.com)

Abby Schoffman  
212.931.6151  
[ASchoffman@Peppercom.com](mailto:ASchoffman@Peppercom.com)

### AMANA BRAND KNOWS LIFE IS BEST WHEN IT'S EASY

*Amana launches Life.Simplified™ campaign and makes shopping for and using appliances a cinch*

**BENTON HARBOR, Mich. (July 13, 2011)**—Amana—the brand that brought kitchens the countertop microwave, the first side-by-side refrigerator and the first bottom-freezer refrigerator—is changing the appliance landscape once again by making shopping for and using appliances easier than ever. Amana brand's goal is to make the everyday stress-free by designing appliances that are easy to use because life is truly better when appliances do the dirty work for you.

To help make cooking, cleaning and cooling easier, Amana has launched its Life.Simplified™ campaign. As part of the campaign, the Amana website now features a "[Help Me Choose](#)" appliance-buying guide to help consumers select the appliances that best meet their needs. The hassle-free guide walks through the necessary considerations to make appliance shopping effortless in just three clicks, no matter if you're in the market for a new refrigerator, range, dishwasher or laundry pair.

"There's no reason why choosing an appliance should be a stressful occasion, or why you should need to be a technology expert just to do a load of laundry," said Carolyn Kelley, senior brand manager, Amana. "That's why we launched the Life.Simplified campaign – we want consumers to know Amana appliances will help make their everyday easier and not add stress to their already stressful world."

The brand offers appliances that embody Amana® Life.Simplified™, such as the Amana® Tandem™ front-load laundry pair with easy-to-use Touch and Go™ controls that make popping in a load of laundry as simple as pressing a button.

The brand has also launched a Life.Simplified™ [Facebook sweepstakes](#) and giveaway, offering consumers a chance to win a full appliance makeover, including a kitchen suite and laundry pair, as well as a travel voucher for a dream vacation. What could make life easier? In addition, one random winner will be chosen monthly throughout the sweepstakes, which ends Dec. 31, 2011, to receive a fun themed gift basket. For more information on the sweepstakes, including official rules, odds and prize disclosures, visit <http://amana.us/pY6jYk>.

More easy tips can be found by following @AmanaBrand on Twitter at [www.twitter.com/AmanaBrand](http://www.twitter.com/AmanaBrand), becoming a fan of Amana brand on Facebook at [www.facebook.com/AmanaBrand](http://www.facebook.com/AmanaBrand) and checking out Amana brand on YouTube at [www.youtube.com/AmanaBrand](http://www.youtube.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 Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion in 2010, 71,000 employees, and 66 manufacturing and technology research centers around the world. For more information on Amana brand appliances, visit <http://www.amana.com>.

###