



For Immediate Release

Contact:

Bruce P. Rounds, CFO

Telephone: (920) 748-1634

ALLIANCE LAUNDRY SYSTEMS LLC AND ALLIANCE LAUNDRY CORPORATION ANNOUNCE EXTENSION OF EXCHANGE OFFER TO MARCH 18, 2005

RIPON, WI (March 16, 2005)— Alliance Laundry Systems LLC, a Delaware limited liability company (“Alliance Laundry”) and Alliance Laundry Corporation, a Delaware corporation (“ALC” and together with Alliance Laundry, the “Issuers”) today announced that they have extended their offer to exchange (the “Exchange Offer”) their 8½% Senior Subordinated Notes due 2013 (the “New Notes”) which are registered under the Securities Act of 1933, as amended (the “Securities Act”), for any and all of their outstanding 8½% Senior Subordinated Notes due 2013, issued and sold on January 27, 2005 (the “Old Notes”), which were not registered under the Securities Act.

The Exchange Offer was originally scheduled to expire at 5:00 p.m., New York City time, on March 16, 2005, unless extended. As of the close of business on March 16, 2005, approximately \$149,750,000 in aggregate principal amount of the Old Notes have been confirmed as tendered in exchange for a like principal amount of the New Notes.

The new expiration date for the Exchange Offer is 5:00 p.m., New York City time, on Friday, March 18, 2005, unless further extended by the Issuers.

The Old Notes may not be offered or sold except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and the applicable state securities laws. This press release shall not constitute an offer to sell or solicitation of an offer to buy, nor shall there be any sale of the Old Notes or the New Notes in any state in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state.

###

About Alliance Laundry Systems LLC

Alliance Laundry Systems LLC (www.comlaundry.com), headquartered in Ripon, Wisconsin, is a leading North American manufacturer of commercial laundry products and provider of services for laundromats, multi-housing laundries and on-premise laundries. The company offers a full line of washers and dryers for light commercial use as well as large frontloading washers, heavy duty tumbler dryers, and presses and finishing equipment for heavy commercial use. The company’s products are sold under the well-known brand names Speed Queen®, UniMac®, Huebsch® and Ajax®.

- more -

Forward Looking Statements

Statements contained herein that are not statements of historical or current fact constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. When used herein, forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Issuers to be materially different from historical results or from any future results expressed or implied by such forward-looking statements. In addition to statements which explicitly describe such risks and uncertainties readers are urged to consider statements labeled with the terms "believes," "belief," "expects," "intends," "anticipates" or "plans" to be uncertain and forward-looking. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in the Issuers' filings with the Securities and Exchange Commission. Given these risks and uncertainties, investors should not place undue reliance on forward-looking statements as a prediction of actual results. The forward-looking statements contained herein are made only as of the date of this press release and the Issuers undertake no obligation to publicly update the forward-looking statements to reflect new information, subsequent events or otherwise.

- end -