

## NEWS RELEASE

Contact:

Bruce P. Rounds, Vice President CFO  
920-748-1634

### **EXECUTIVE PROMOTIONS REFLECT PLANNED SUCCESSION STRATEGY AT ALLIANCE LAUNDRY SYSTEMS**

#### *L'Esperance Elevated to Board Vice Chairman, Schoeb Appointed CEO*

Ripon, Wis. – February 1, 2011 – Alliance Laundry Systems LLC (“Alliance”) announced that, effective today, Thomas F. L’Esperance will become Vice Chairman of the Board of Directors of parent company ALH Holding Inc. and Michael D. Schoeb will be promoted to Chief Executive Officer of Alliance. All executive staff will report to Mr. Schoeb in his combined role as President and CEO.

Mr. L’Esperance joined Alliance in 1996, having previously served as President of Amana Home Appliances and Caloric Corporation and as a senior executive of Raytheon Company. He will continue to serve as a Director and will maintain his office in Ripon, Wisconsin.

Mr. Schoeb became President and Chief Operating Officer of Alliance in 2007. Prior to joining Alliance, he served as President and Chief Operating Officer of Wausau Homes, Wausau, Wisconsin.

“Since joining the company Mike has been preparing for this leadership role. I look forward to continuing to work closely together to grow the business,” said Mr. L’Esperance. “We fully expect the transition will be seamless for our employees, suppliers and customers.”

“Alliance will continue to pursue the strategic priorities established during the past three years. We will strengthen our leadership position in North America by accelerating Customer One and product development, drive rapid growth internationally, and continue our operational excellence initiatives in manufacturing and in customer delivery,” said Mr. Schoeb.

#### **About ALH Holding Inc.**

ALH Holding Inc. is the indirect parent company of Alliance Laundry Holdings LLC and its wholly owned subsidiary, Alliance Laundry Systems LLC ([www.comlaundry.com](http://www.comlaundry.com)). Based in Ripon, Wis., Alliance Laundry Systems LLC is a leading global manufacturer of commercial laundry products and provider of services for laundromats, multi-housing laundries and on-premises laundries. Alliance Laundry offers a full line of washers and dryers with load capacities from 12 to 250 pounds. The company's products are sold under the well-known brand names Speed Queen®, UniMac®, Huebsch®, Cissell® and IPSO®.

###