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**News Release****Contact:**

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**ALLIANCE LAUNDRY HOLDINGS LLC REPORTS 2010 SALES AND EARNINGS**

Ripon, Wis. – March 08, 2011 — Alliance Laundry Holdings LLC announced today results for the year ended December 31, 2010.

Net revenues for full year 2010 increased \$32.8 million, or 8.3%, to \$426.0 million from \$393.2 million for the full year 2009. Our net income for 2010 increased \$6.0 million to \$22.6 million from \$16.6 million for 2009. Adjusted EBITDA (see “About Non-GAAP Financial Measures” below) for 2010 increased \$2.6 million to \$81.0 million from \$78.4 million for 2009.

Excluding the impact of an unfavorable \$13.6 million non-cash mark-to-market adjustment related to the establishment of a new asset backed facility in the second quarter of 2009; full year 2010 net revenues increased \$19.2 million, an increase of 4.7% from the prior year. The \$19.2 million consisted of increases in United States and Canada revenues of \$7.9 million, or a 2.7% increase from the prior year, and increases in revenues outside of the United States and Canada of \$11.3 million, or a 9.6% increase from the prior year.

The overall net income increase of \$6.0 million was primarily attributable to higher gross profit of \$20.8 million and lower securitization and other costs of \$6.1 million, offset by loss on early extinguishment of debt in 2010 of \$7.7 million, higher selling, general and administrative expenses of \$5.4 million, higher interest expense of \$0.3 million and higher provision for income taxes of \$7.5 million.

“Continued expansion of our customer one programs, managing costs and strong growth in the emerging markets drove our improved performance in 2010,” said CEO Michael D. Schoeb. “We improved our operating margins while increasing our investments in new product development and international marketing and sales.”

Schoeb concluded, “As the U.S. and Western European markets continue to recover, we look to build upon our progress in 2011. We will increase our investment in new product development and continue to expand our customer one programs. We are optimistic about the recovery signs we’re seeing, and through continued focus on our core initiatives and operating objectives, we expect continued sales and profitability growth in 2011.”

**About Non-GAAP Financial Measures**

In addition to disclosing financial results that are determined in accordance with generally accepted accounting principles (GAAP), we also disclose EBITDA and Adjusted EBITDA, which are non-GAAP measures. We have presented EBITDA and Adjusted EBITDA because certain covenants in our Senior Credit Facility are tied to ratios based on these measures. “EBITDA” represents net income before interest expense, income tax (provision) benefit and depreciation and amortization (including non-cash interest

income), and “Adjusted EBITDA” (as defined under the Senior Credit Facility) is EBITDA as further adjusted to exclude, among other things, certain non-recurring expenses and other non-recurring non-cash charges. EBITDA and Adjusted EBITDA do not represent, and should not be considered, an alternative to net income or cash flow from operations, as determined by GAAP, and our calculations thereof may not be comparable to similarly entitled measures reported by other companies. Our Senior Credit Facility requires us to satisfy specified financial ratios and tests, including a maximum of total debt to Adjusted EBITDA and a minimum Adjusted EBITDA to cash interest expense. To the extent that we fail to maintain either of these ratios within the limits set forth in the Senior Credit Facility, our ability to access amounts available under our Revolving Credit Facility would be limited, our liquidity would be adversely affected and our obligations under the Senior Credit Facility could be accelerated. A reconciliation of EBITDA and Adjusted EBITDA with the most directly comparable GAAP measure is included below for the twelve months ended December 31, 2010 along with the components of EBITDA and Adjusted EBITDA.

### **About Alliance Laundry Holdings LLC**

Alliance Laundry Holdings LLC is the parent company of Alliance Laundry Systems LLC ([www.comlaundry.com](http://www.comlaundry.com)), a leading designer, manufacturer and marketer in North America of commercial laundry equipment used in laundromats, multi-housing laundries and on-premise laundries. Under the well-known brand names of Speed Queen<sup>®</sup>, UniMac<sup>®</sup>, Huebsch<sup>®</sup>, IPSO<sup>®</sup>, and Cissell<sup>®</sup>, we produce a full line of commercial washing machines and dryers with load capacities from 12 to 200 pounds. We have been a leader in the North American stand-alone commercial laundry equipment industry for more than ten years. With the addition of our European operations and Alliance Laundry’s export sales to Europe, we believe that we are also a leader in the European stand-alone commercial laundry equipment industry.

### **Safe Harbor for Forward-Looking Statements**

With the exception of the reported actual results, this press release contains predictions, estimates and other forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Act of 1934, as amended. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements of our business to differ materially from those expressed or implied by such forward-looking statements. Although we believe that our plans, intentions and expectations reflected in such forward-looking statements are based on reasonable assumptions, we can give no assurance that such plans, intentions, expectations, objectives or goals will be achieved. Important factors that could cause actual results to differ materially from those included in forward-looking statements include: impact of competition; continued sales to key customers; possible fluctuations in the cost of raw materials and components; possible fluctuations in currency exchange rates, which affect the competitiveness of our products abroad; possible fluctuation in interest rates, which affects our earnings and cash flows; the impact of substantial leverage and debt service on us; possible loss of suppliers; risks related to our asset backed facilities; the availability of borrowings under our Revolving Credit Facility; dependence on key personnel; labor relations; potential liability for environmental, health and safety matters; potential future legal proceedings and litigation; and other risks listed from time to time in the Company’s reports, including, but not limited to our Annual Report for the year ended December 31, 2010.

*Financial information for Alliance Laundry Holdings LLC appears on the next five pages for the years ended December 31, 2010 and 2009.*

**ALLIANCE LAUNDRY HOLDINGS LLC**  
**CONSOLIDATED BALANCE SHEETS**  
(in thousands)

	<u>December 31,</u> <u>2010</u>	<u>December 31,</u> <u>2009</u>
<b>Assets</b>		
Current assets:		
Cash and cash equivalents.....	\$ 37,743	\$ 24,615
Restricted cash - for securitization investors.....	17,528	-
Accounts receivable (net of allowance for doubtful accounts of \$ 1,122 and \$1,400 at December 31, 2010 and 2009, respectively).....	24,830	21,323
Inventories, net.....	40,562	47,085
Retained beneficial interests in securitized accounts receivable.....	-	26,367
Accounts receivable - restricted for securitization investors.....	61,113	-
Loans receivable, net - restricted for securitization investors.....	43,408	-
Deferred income tax asset, net.....	8,968	11,373
Prepaid expenses and other assets.....	4,868	4,014
Total current assets.....	<u>239,020</u>	<u>134,777</u>
Loans receivable, net.....	4,136	2,730
Property, plant and equipment, net.....	56,075	62,532
Goodwill.....	181,377	183,310
Retained beneficial interests in securitized financial assets.....	-	46,793
Loans receivable, net - restricted for securitization investors.....	217,871	-
Debt issuance costs, net.....	7,442	4,353
Intangible assets, net.....	137,347	137,678
Total assets.....	<u>\$ 843,268</u>	<u>\$ 572,173</u>
<b>Liabilities and Member(s)' Equity</b>		
Current liabilities:		
Current portion of long-term debt and capital lease obligations.....	\$ 4	\$ 835
Revolving credit facility.....	-	-
Accounts payable.....	38,542	34,351
Asset backed borrowings - owed to securitization investors.....	75,152	-
Other current liabilities.....	33,466	32,590
Total current liabilities.....	<u>147,164</u>	<u>67,776</u>
Long-term debt and capital lease obligations.....	276,253	280,413
Asset backed borrowings - owed to securitization investors.....	189,035	-
Deferred income tax liability, net.....	11,673	9,057
Other long-term liabilities.....	22,082	22,139
Total liabilities.....	<u>646,207</u>	<u>379,385</u>
Commitments and contingencies		
Member(s)' equity.....	197,061	192,788
Total liabilities and member(s)' equity.....	<u>\$ 843,268</u>	<u>\$ 572,173</u>

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**ALLIANCE LAUNDRY HOLDINGS LLC**  
**CONSOLIDATED STATEMENTS OF INCOME**  
(in thousands)

	<u>Year Ended December 31, 2010</u>	<u>Year Ended December 31, 2009</u>	<u>Year Ended December 31, 2008</u>
Net revenues:			
Equipment and service parts.....	\$ 420,504	\$ 400,220	\$ 451,039
Equipment financing, net.....	5,543	(7,000)	9,302
Net revenues.....	<u>426,047</u>	<u>393,220</u>	<u>460,341</u>
Cost of sales.....	302,461	290,426	341,743
Gross profit.....	<u>123,586</u>	<u>102,794</u>	<u>118,598</u>
Selling, general and administrative expenses.....	58,619	53,238	63,339
Securitization and other costs, net.....	-	6,148	2,609
Total operating expenses.....	<u>58,619</u>	<u>59,386</u>	<u>65,948</u>
Operating income.....	<u>64,967</u>	<u>43,408</u>	<u>52,650</u>
Interest expense.....	22,031	21,741	30,658
Loss from early extinguishment of debt.....	7,712	-	-
Income before taxes.....	<u>35,224</u>	<u>21,667</u>	<u>21,992</u>
Provision for income taxes.....	12,623	5,079	6,470
Net income .....	<u>\$ 22,601</u>	<u>\$ 16,588</u>	<u>\$ 15,522</u>

**ALLIANCE LAUNDRY HOLDINGS LLC**  
**CONSOLIDATED STATEMENTS OF CASH FLOWS**  
(in thousands)

	Year Ended		
	December 31, 2010	December 31, 2009	December 31, 2008
Cash flows from operating activities:			
Net income .....	\$ 22,601	\$ 16,588	\$ 15,522
Adjustments to reconcile net income to net cash provided by operating activities:			
Depreciation and amortization.....	17,439	17,439	18,607
Non-cash interest expense (income).....	173	(2,843)	2,503
Non-cash (gain) loss on commodity & foreign exchange contracts, net.....	89	(2,237)	910
Non-cash executive unit compensation.....	2,539	365	1,770
Non-cash income from loan forgiveness.....	(52)	(52)	(262)
Non-cash charge for pension and post-retirement benefit plans.....	250	(483)	1,271
Non-cash charge for write-off of debt issue costs.....	2,944	-	-
Non-cash charge for write-off of original issue discount on Senior Subordinated Notes.....	218	-	-
Deferred income taxes.....	9,801	3,695	3,629
Other, net.....	192	-	251
Changes in assets and liabilities:			
Accounts and notes receivable.....	(5,393)	(5,209)	(1,775)
Accounts receivable - restricted for securitization investors.....	6,340	-	-
Inventories.....	5,732	13,068	(2,918)
Retained beneficial interest.....	-	(14,252)	(7,967)
Loans receivable, net - restricted for securitization investors.....	(753)	-	-
Other assets.....	(221)	(1,445)	(144)
Accounts payable.....	4,761	128	8,380
Other liabilities.....	(1,459)	(7,460)	1,693
Net cash provided by operating activities.....	<u>65,201</u>	<u>17,302</u>	<u>41,470</u>
Cash flows from investing activities:			
Capital expenditures.....	(9,766)	(4,790)	(8,762)
Restricted cash.....	-	500	(500)
Restricted cash - for securitization investors.....	1,167	-	-
Proceeds on disposition of assets.....	-	-	16
Net cash used by investing activities.....	<u>(8,599)</u>	<u>(4,290)</u>	<u>(9,246)</u>
Cash flows from financing activities:			
Principal payments on long-term debt.....	(35,000)	(29,000)	(30,000)
Change in other long-term debt, net.....	(502)	(586)	(605)
Member contributions (distributions).....	(19,828)	27,039	2,806
Net decrease in asset backed borrowings related to securitized accounts receivable.....	(2,080)	-	-
Net decrease in asset backed borrowings related to securitized loans receivable.....	(6,689)	-	-
Cash paid for debt establishment and amendment fees.....	(9,409)	-	-
Retirement of Senior Subordinated Notes.....	(150,000)	-	-
Payment to cancel Senior Secured Loan.....	(102,000)	-	-
Proceeds from new Senior Term Loan.....	282,150	-	-
Net cash used by financing activities.....	<u>(43,358)</u>	<u>(2,547)</u>	<u>(27,799)</u>
Effect of exchange rate changes on cash and cash equivalents.....	<u>(116)</u>	<u>(164)</u>	<u>(705)</u>
Increase in cash and cash equivalents.....	13,128	10,301	3,720
Cash and cash equivalents at beginning of period.....	24,615	14,314	10,594
Cash and cash equivalents at end of period.....	<u>\$ 37,743</u>	<u>\$ 24,615</u>	<u>\$ 14,314</u>
Supplemental disclosure of cash flow information:			
Cash paid for interest on long-term debt and capital lease obligations.....	\$ 20,469	\$ 23,926	\$ 26,907
Cash paid for income taxes.....	\$ 2,496	\$ 1,974	\$ 1,508

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**Reconciliation of Net income to EBITDA and Adjusted EBITDA, and reconciliation of Adjusted EBITDA to Net Cash Provided by Operating Activities for the Twelve Months Ended December 31, 2010 and 2009 (Dollars in Thousands):**

	Year Ended December 31, 2010	Year Ended December 31, 2009
Net income.....	\$ 22,601	\$ 16,588
Provision for income taxes.....	12,623	5,079
Interest expense.....	22,031	21,741
Depreciation and amortization (a).....	17,439	17,439
Non-cash interest income included in amortization above.....	(2,545)	(1,849)
EBITDA.....	<u>72,149</u>	<u>58,998</u>
Securitization interest - permitted receivables financing (b).....	(1,165)	15,078
Other non-recurring charges (c).....	7,712	6,083
Other non-cash charges (d).....	2,335	(1,807)
Adjusted EBITDA.....	<u>81,031</u>	<u>78,352</u>
Interest expense.....	(22,031)	(21,741)
Non-cash interest income included in amortization above.....	2,545	1,849
Other non-cash interest.....	173	(2,843)
Securitization interest - permitted receivables financing (b).....	1,165	(15,078)
Other non-recurring charges (c).....	(7,712)	(6,083)
Cash taxes paid and payable.....	(2,822)	(1,384)
Non-cash charge for write-off of debt issue costs.....	2,944	-
Non-cash charge for write-off of original issue discount on Senior Subordinated Notes.....	218	-
Other, net.....	683	(600)
Changes in assets and liabilities.....	9,007	(15,170)
Net cash provided by operating activities.....	<u>\$ 65,201</u>	<u>\$ 17,302</u>

- (a) Depreciation and amortization amounts include amortization of deferred financing costs included in interest expense.
- (b) Securitization interest – permitted receivables financing represents interest expense on trade receivables sold to ALERT 2009A. This activity was consolidated in our financial statements effective January 1, 2010 as part of the new accounting guidance adopted on that date. Beginning with the first quarter of 2010, this expense, which is charged to the interest expense line of our Consolidated Statements of Income, is deducted in calculating Adjusted EBITDA.
- (c) Other non-recurring charges are described as follows:
- Other non-recurring charges in 2010 are comprised entirely of losses relating to the early extinguishment of the 2005 Senior Credit Facility, which is included in the loss from early extinguishment of debt line of our consolidated statements of income.
  - Other non-recurring charges in 2009 consist of \$0.4 million of income related to the Cissell Pension Plan termination, \$0.1 million of cost adjustment income associated with the layoff of approximately 60 salaried associates during the fourth quarter of 2008, \$0.3 million of legal fees related to the Lehman bankruptcy and \$6.3 million of expenses incurred to replace our asset backed lending facility. These costs are included in the securitization and other costs, net line of our consolidated statements of income.

(d) Other non-cash charges are described as follows:

- Other non-cash charges in 2010 are comprised of \$0.1 million of non-cash mark-to-market gains relating to nickel and foreign exchange hedge agreements, which is included in the cost of sales line of our consolidated statements of income, and \$2.4 million of expense related to management incentive stock options, which is included in the selling, general and administrative expenses line of our consolidated statements of income.
- Other non-cash charges in 2009 are comprised of \$2.2 million of non-cash mark to market gains relating to nickel and foreign exchange hedge agreements, which is included in the cost of sales line of our consolidated statements of income, and \$0.4 million of expense related to management incentive stock options, which is included in the selling, general and administrative expenses line of our consolidated statements of income.