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News Release

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ALS Ends Manufacture of Ajax Products, Continues Parts Sales

Ripon, Wis. - March 27, 2006 - Alliance Laundry Holdings LLC, parent company of Alliance Laundry Systems LLC, announced that it will not be moving its Ajax[®] laundry pressing and finishing equipment manufacturing to its Ripon, Wisconsin facility.

Last October, Alliance Laundry Systems announced the decision to close its Marianna, Florida facility and relocate operations to Ripon.

Tom L'Esperance, CEO, of Alliance Laundry Systems stated, "Over the past months, we have analyzed the cost and future benefits of relocating the production of the Ajax product line and have made the difficult decision not to relocate the production of these products. However, we do plan on continuing the availability of Ajax service parts for the foreseeable future."

Spokesperson, Patti Andresen-Shew confirmed, "We will continue the transition of our washer-extractor product lines to our Wisconsin facility. The decision not to move the pressing and finishing equipment will not change the anticipated addition of over 200 employees to our Ripon, Wisconsin facility or our timeline of completing the move of our washers by the end of the third quarter of this year."

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About Alliance Laundry Holdings LLC

Alliance Laundry Holdings LLC is the parent company of Alliance Laundry Systems LLC (www.comlaundry.com), a leading North American manufacturer of commercial laundry products and provider of services for laundromats, multi-housing laundries, on-premise laundries and drycleaners. Alliance 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® and Huebsch®.

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 Alliance Holdings or Alliance Laundry 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 Alliance Holdings' and Alliance Laundry's 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.

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