

**Alliance** Laundry Systems LLC  
Shepard Street, P.O. Box 990  
Ripon, WI 54971-0990



## ***Press Release*** **For Immediate Release**

**For more information, contact:**

Jan Rupnick  
Alliance Laundry Systems LLC  
Public Relations Specialist  
(920) 748-1769  
jan.rupnick@alliancels.com

### **Speed Queen® Returns to the Consumer Laundry Market**

Ripon, WI (October 15, 2004) — Alliance Laundry Systems LLC, the world's largest manufacturer of commercial laundry equipment, announced today that they are re-entering the consumer market with its Speed Queen brand.

Beginning more than 90 years ago as one of the first manufacturers of washers for the home, Speed Queen has established a reputation within the commercial laundry market for providing durable, tough, long-lasting equipment for coin, on-premises and apartment laundries.

Using many of the same features as their commercial products, the new Speed Queen home line is built with a no-nonsense design and performance-based construction. The commercial-built laundry equipment for the consumer home market includes:

- Topload washers, including an ENERGY STAR qualified model
- ENERGY STAR qualified frontload washers
- Dryers, including the consumer appliance industry's only Stack Dryer/Dryer
- Stack frontloading washer/dryer

All products are backed by an industry-leading warranty.

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“We are excited to be re-entering the consumer market,” says Tom L’ Esperance, CEO of Alliance Laundry Systems LLC. “Our goal as the leading manufacturer of commercial laundry equipment is to bring that same reliability and quality to the home.”

Speed Queen had a strong presence in the consumer marketplace from 1908 through 1999. Due to a change in ownership, parent company Alliance Laundry Systems was prevented contractually from selling consumer laundry equipment within the United States until October 13, 2004.

Alliance Laundry Systems, the world’s largest commercial laundry equipment manufacturer, provides commercial laundry products and services to homes, coin laundries, multi-family housing, on-premise laundries and dry cleaners under the Ajax, Huebsch, Speed Queen and UniMac brand names. Alliance Laundry Systems manufactures its products in Ripon, Wis., and Marianna, Fla.

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For Photos

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