



FOR IMMEDIATE RELEASE



**Great Lakes Commercial Sales' Honored as
2004 Maytag Commercial Distributor of the Year**

March 2005 - Great Lakes Commercial Sales, Inc. of Brookfield, WI and Troy, MI, was recently awarded the Fred Maytag Award - the oldest, most prestigious award in the commercial laundry industry –and named Maytag Distributor of the Year for the second time in company history.

The Fred Maytag Award was established in 1959 to recognize a Maytag Commercial Laundry Distributor for outstanding achievement and remarkable performance. “A candidate for the award must also personify Fred Maytag’s marketing philosophy to distribute Maytag products with professionalism and integrity,” said Craig Kirchner, general manager, Maytag Commercial Laundry. “Great Lakes Commercial Sales certainly accomplished that in 2004.”

In addition to receiving this award in 1995, the company is a former recipient of the Rookie of the Year Award, Outstanding Sales Award, Maytag Star Performer Award, Multi-Load Washer Sales Performance Award, and Outstanding Red Carpet Service Performance and Customer Service Award.

“It’s a great honor to be recognized by the Maytag Company for our achievements. It reinforces our staff’s “Be the Difference” motto to all of our clients,” said Dan Naumann, Vice-President and General Manager of Great Lakes Commercial Sales.

Great Lakes Commercial Sales, Inc. qualified for this award while serving customers in Wisconsin, Michigan, Ohio and Illinois with commercial and coin-operated equipment in coin laundries, apartment complexes and on-premise laundry facilities. For more information about Great Lakes Commercial Sales, Inc., please call 1-800-236-5599 or visit their website at www.greatlakeslaundry.com.

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