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## **Great Lakes Commercial Sales, Inc., Acknowledged for Marketing Excellence by Maytag® Commercial Laundry**

BENTON HARBOR, Mich. (April 5, 2010) — Great Lakes Commercial Sales, Inc., recently received the Marketing Excellence Award during the Maytag® Commercial Laundry 52<sup>nd</sup> Annual Meeting in Orlando, Fla. The award is based on the company's ability to successfully develop and implement marketing and sales programs, meet or exceed sales goals and demonstrate overall support of the Maytag brand.

"Great Lakes Commercial Sales is an exceptional example of how a company's unwavering efforts in promotional and sales programs can help create a successful marketplace," said Craig Kirchner, global director of Maytag® Commercial Laundry. "The company's dedication to marketing excellence throughout the commercial laundry industry makes them an ideal candidate for this award."

"Employees at Great Lakes Commercial Sales work tirelessly to uphold the reputation of the Maytag brand," said Dan Naumann, vice president of Great Lakes Commercial Sales. "We are honored to receive this award, as it proves our hard work has not gone unnoticed."

Founded in 1992, Great Lakes Commercial Sales is a full-service distributor specializing in coin, multi-housing and on-premises laundry for colleges, universities, apartments and businesses throughout the Midwest.

In addition to receiving this year's Marketing Excellence Award, Great Lakes Commercial Sales previously won the Maytag® Commercial Laundry Energy Advantage™ Award and is a two-time recipient of the Fred Maytag Award.

Dan Naumann was on hand to receive the award.

For more information about Great Lakes Commercial Sales, visit [greatlakeslaundry.com](http://greatlakeslaundry.com).

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## **About Maytag® Commercial Laundry**

Maytag® Commercial Laundry offers a full range of commercial washers and dryers to the coin, multi-housing and on-premises markets through a nationwide network of independent commercial laundry distributors. Maytag brand is dedicated to energy-efficient solutions, with a focus on producing innovative and dependable products for the commercial laundry market.

Known for its rich and long-standing heritage, Maytag brand celebrated 100 years in the laundry business in October 2007. In 2008, the brand celebrated another milestone, the unprecedented 50-year anniversary of its entry in the commercial laundry business.

F.L. Maytag entered the laundry business with one goal in mind: to build quality appliances from durable and long-lasting materials. His ideal holds true today under the leadership of Whirlpool Corporation, which acquired Maytag brand and Maytag® Commercial Laundry in March 2006.

For more information, call 800-662-3587 or visit [maytagcommerciallaundry.com](http://maytagcommerciallaundry.com).

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