

TAKE THE
MAYTAG
CHALLENGE



**IF YOU FIND A BETTER REFRIGERATOR,
WE'LL REFUND YOUR PURCHASE PRICE**

HOW THE MAYTAG CHALLENGE WORKS

We engineer our Ice₂O[®] Easy Access refrigerator to be the best offer anywhere. To prove it, we're refunding the purchase price via mail-in rebate to anyone who buys this Maytag[®] refrigerator and finds another brand with all the features listed for the same or lower price. That's how committed we are to customer satisfaction.

MAYTAG CHALLENGE



NEW Ice₂O[®] Easy Access 4-Door Refrigerator



INDUSTRY'S MOST ENERGY EFFICIENT 4-DOOR REFRIGERATOR

ICE₂O[®] EASY ACCESS MFX2571XE
4-DOOR REFRIGERATOR

	FEATURE PACKAGE	MAYTAG	COMPETITOR
EFFICIENCY	ENERGY STAR [®] qualified and CEE Tier 2 [†] rated	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	25% more efficient than minimum federal energy standards	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
USABILITY	Full color LCD touch screen with nutritional information, quick tips, Measured Fill and a Use & Care guide	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
CONFIGURATION	Glass floor in main compartment for closed drawer visibility	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	Furthest extending refrigerator pantry drawer (extends 20 inches)	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
DEPENDABILITY	10-year limited parts warranty on the compressor**	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	2X life tested refrigerator and freezer drawer glides [†]	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	Designed, engineered and assembled in the U.S.A.	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>

*Based on the Consortium for Energy Efficiency qualified product ratings. **Visit maytag.com for warranty details.

†Easy Access refrigerator drawer glides tested to 600,000 openings and closings. Freezer drawer glides tested to 300,000 openings and closings.

RULES OF THE CHALLENGE

- You must purchase the Maytag[®] appliance between January 1, 2011 and March 31, 2011.
- Within 30 days of your Maytag brand purchase, mail the competitor's product information showing current retail price and features of the comparable item together with a copy of the original receipt reflecting the purchase of the required item to Maytag Challenge, 2000 N. M-63, Mail Drop 3104, Benton Harbor, MI, 49022.
- Competitive model must match the 4-door configuration of comparable Maytag brand model.
- The Maytag brand team will evaluate the comparable product and will determine whether the submission qualifies for a refund. To qualify for a refund, the competitive model must have all the same features as the model listed above.
- The Maytag Challenge applies to products sold in the United States only.
- This offer applies only to the purchase price paid for the eligible model and does not include additional fees or charges that may have applied to your original purchase such as sales tax, finance, shipping, delivery, installation or appliance removal charges.
- Limit one entry per household. This offer is applicable to individual sales only for personal household use. Bulk or multi unit sales to apartments, condominiums, subdivisions and wholesalers do not qualify.
- Please allow 8–10 weeks for refund if your competitor's item qualifies. Excludes other Whirlpool Corporation products, one of a kind items and reconditioned items; products purchased via military PX, internet retailers, mail order retailers or membership clubs or organizations; prices that are closeout, clearance or net of a consumer mail-in rebate; commercial products; competitive service agreements and extended warranties.
- Offer can be discontinued at the manufacturer's discretion at any time. Guarantee is non-transferable.
- Completed materials will not be returned. Maytag brand is not responsible for lost, late or misdirected mail. Void where prohibited, taxed or otherwise restricted by law. Offer good only in 48 contiguous United States and the District of Columbia.

Please complete the following information if you find a product that can challenge your Maytag® product on all features and price. All lines must be completed. Incomplete forms cannot be considered.

COMPETITOR'S PRODUCT

Brand Name _____

Model Number _____

Retail Price _____

Store Name & Address _____

MAYTAG® PRODUCT

Where Purchase Was Made _____

Store Address _____

Sales Associate Name _____

CUSTOMER INFORMATION

Name _____

Street Address _____

City, State & Zip Code _____

Home Phone Number (____) _____

E-mail _____

This is the model that I would like to compare to the Maytag Challenge model. I verify that all information on the product and its location is true to the best of my knowledge.

Signature _____ Date _____

Mail to:
Maytag Challenge, 2000 N. M-63,
Mail Drop 3104, Benton Harbor, MI 49022

Offer valid 1/1/11 through 3/31/11.
Please allow 8–10 weeks for a reply.

