



**MAYTAG CENTURY DINNER
M.D. SPEECH**

The honourable Mr. Jeff Kennett A.C., special guests (names?) Ladies and gentlemen – Welcome!

Tonight is a commemoration – and above all a *celebration!*

This evening Century Dinner marks 100 years of quality and excellence for the Maytag brand worldwide and an evening where we launch an exciting ground breaking future – a future underpinned by Maytag's philosophy – *Strength by Design.*

Since 1907 Maytag has relentlessly pursued its founder's commitment to build quality appliances from durable and long-lasting materials. Not only has this goal been achieved as Maytag establishes itself as a premium brand in the market, the promise continues based on Maytag's core values of dependability, trust and quality across its entire range.

We are honoured this evening to have as our keynote speaker the honourable Mr. Jeff Kennett A.C. who embodies Maytag's philosophy of *building something good into something great.* As Premier of Victoria from (dates), Mr. Kennett worked tirelessly with strength and inspiration to achieve a vision for a stronger more robust Victoria – a state in which its people could thrive socially and economically. The Hawthorn Football Club and the Beyond Blue association have also been fortunate recipients of Mr. Kennett's unique and exciting brand of management and leadership.

The Hawthorn Football Club, also a great centenarian has, under the guidance of Mr. Kennett taken on quite literally its 2007 motto "set to soar" by cementing its place as a team to be reckoned with this year and beyond. It's a motto that Maytag can relate to as it prepares for greater things to come.

And it is the leadership qualities displayed by Mr. Kennett that Maytag endeavours to emulate in its quest to establish market leadership with an appliance range second to none. Maytag's laundry and refrigeration products represent durability, quality and design. The new collection of state-of-the art Italian Front Load washers reinforces Maytag's reputation as a premium range encompassing reliability and style. Our American made Top Load washers also deliver the performance and durability that make our Top Loaders world renowned.

Not only does this evening highlight the excellence of existing Maytag products it launches for the first time in Australia an exciting and innovative range of kitchen appliances. The Maytag cooking range provides the consumer with fully integrated kitchen solutions featuring quality European and American appliances that again exemplify our philosophy of *strength by design*. State-of the art features including *induction* and *pyrolytic* are just some of the elements of a range that has been designed and developed with the changing needs and lifestyles of today's Australian family.

We consider the preservation of Maytag's 100 year legacy and the growing of a robust future as an important priority – and one that can only be fulfilled with the assistance of people who empathise with and embody our strength and vision. As representatives of Australia's top electrical retailers and in keeping with our pursuit of excellence all of you here tonight have been especially selected to exclusively represent Maytag in bringing our product into the homes of our consumers. As *Maytag Certified Retailers* we welcome you to a new era for Maytag and look forward to a glittering future in which our combined strengths and expertise will sustain a profitable and satisfying partnership – hopefully spanning another 100 years and beyond!

So again welcome to the Maytag Century Dinner - enjoy and celebrate!

Thank you.