



Maytag/Fry's Presentation
Innovation Seminar: Drying Center & Neptune TL
07.13.04 Script Revisions by Bobby Sussman

Black Text: Stage Instructions

Blue Text: Maytag Product Specialist Script

Red Text: Audio Track from Demo DVD

Note:

During the on-stage voiceover of the demo, the DVD will display key words to what you are describing (i.e. *gently dries, prevents shrinkage, removes odors,* and so forth all appear as on screen text). Time your performance to match up with those key words as they are displayed.

Also, be careful of timing. Don't get too far ahead of the images shown on the DVD (i.e. Don't start talking about a shrunk shirt that isn't on the screen yet). Feel free to shorten sections if you fall behind.

1st Announcement from Storewide PA; 5-minutes before show begins:

Attention Fry's Shoppers. In five minutes, join us in the Appliance Department to learn what's new from the Dependability People, Maytag. Every person who attends our show will receive a free Maytag gift. That's right a free gift for those who come to the Maytag stage in 5 minutes!! Our presentation begins in five minutes in the Appliance department.

(Mention the free gift, only if you have the Maytag giveaways available for customers!!)

Storewide PA for 2nd Announcement; 2-minutes before show begins:

Attention Fry's Shoppers. In two minutes, from the Innovation Stage, we will be showing you the latest in Laundry Technology and registering you for a chance to win a Maytag Appliances. All customers who stay for the show will receive a free Maytag gift! A free gift for all that attend! Come to the Maytag Innovation Stage in the Appliance Department. This free presentation begins in two minutes.

(Mention the free gift, only if you have the Maytag giveaways available for customers!!)

Make the following announcement from Stage Microphone at about 30-seconds before show:

Attention Fry's Shoppers! We are about to begin our presentation from the Maytag Innovation Stage. We are also now registering you for a



chance to win a Free Maytag Appliance. So please make your way over to our stage and fill out one of the Maytag entry forms to be a part of the drawing. Our free presentation will begin in just a few moments.

Begin show intro:

Welcome to the Maytag Innovation Stage. My name is _____ and I will be showing you the latest in Laundry Technology. Yes, Laundry Technology. Just when you thought the world of washers and dryers would never change... Maytag invites you now to take a look at the latest Innovations for your home.

Begin DVD Demo on Drying Center:

Maytag Neptune Drying Center Section: Voice-Over from DVD:

Tired of babysitting your dryer and worrying about wrinkles....

...and shrinking? Say goodbye to all your drying worries. Maytag introduces a revolutionary way to dry your laundry. The Maytag Neptune Drying Center – the only dryer that understands all the ways you care for clothes!

Begin On-Stage Voiceover:

This two-in-one dryer does it all. It combines a tumble dryer with a unique upper drying cabinet that gently dries, prevents shrinkage, removes odors, reduces wrinkles and eliminates clutter to save you time and effort.

But best of all, it helps your clothes last longer – so your favorite clothes stay that way!

So how does the drying cabinet work? It uses a combination of airflow, heat, steam, and motion to prevent shrinkage, reduce wrinkles, eliminate odor and add fragrance.

With the BreezeCare Drying System, air circulates around and through every item in the cabinet, using gentle temperatures that are easy on fabrics to dry clothes safely and in less time than air-drying.

Prevents Shrinkage Section:

This new drying technology helps eliminate the unavoidable shrinkage that happens with tumble drying. You get the benefits of air-drying



without the hassle and without the wait. So no more worrying if you've shrunk your favorite shirt.

These identical shirts were both washed and dried: the top one in a standard tumble dryer; the bottom one in the upper drying cabinet of the Neptune Drying Center. You can see the shrinkage in tumble-dried shirt. And this was after just one cycle.

Reduces Wrinkles Section:

Steam, airflow and the Wrinkle-Release Motion reduce wrinkles from clothes hung in the drying cabinet.

It can reduce wrinkles from damp clothes or from dry clothes that are wrinkled but do not need washed, like seasonal clothes that have been stored away.

And the wrinkles stay away even if you're not around to take the clothes out when the dryer is finished.

This pair of pants was dried in the Neptune Drying Center – the pants on the right were air-dried. You can see how much more wrinkled they are.

Reduces Odors Section:

You can also say goodbye to the nasty odors that cling to your clothes after a night out, or after they've been packed away. Smoke and food smells are no match for the gentle airflow, steam and optimum temperatures inside the drying cabinet.

You'd be surprised what you can find around the house that could use a little freshening up!!

And you can use your favorite dryer sheet to add fragrance to any cycle.

Convenience Section:

With five removable mesh shelves, special ShapeSaver hangers and door hooks, you can customize the interior space to fit your needs.

The Upper Drying Cabinet can hold up to 13 items at once. With a place for everything, the mess stays out of sight.

These two dryers are designed to work simultaneously, so you have the flexibility to tumble dry your heavy-duty items - like towels and sheets...



...at the same time you're hang drying and flat drying other items. The Drying Center has a total of 24.3 cubic feet of drying space.

And you don't have to have a large laundry room to have space for the Drying Center – its vertical design means it requires only slightly more floor space than a standard tumble dryer.

Voice-Over from DVD finishes the chapter:

We know how you feel about your laundry. With the new Maytag Neptune Drying Center, managing your laundry will be more convenient, easier and faster than it is using traditional methods. You'll deal with less clutter, fewer wrinkles and less shrinkage, while extending the life of your clothing.

Your days of babysitting the laundry are over.

The Maytag Neptune Drying Center: Say goodbye to all your drying worries.

Maytag. Depend On Us.

Transitioning from Drying Center to the Neptune Washers:

(Note: if time doesn't permit you to continue the Presentation, jump directly to the closing of the demo on the last page of this document.)

The Drying Center is a part of Maytag's Neptune line, which was first introduced back in 1997. The original Neptune Washer won the honor of being America's top-voted front-loading washer for the last 6 years. The Neptune's reputation for cleaning is only matched by how energy efficient it is, saving you money on both your water and electrical bill.

We have improved on an already successful design with great results!

Begin Neptune TL Chapter on DVD:

Welcome to the next wave. Maytag's best top-load washer-- the NeptuneTL-- protects fabrics as it cleans. It will also protect you from spending time, effort and money making sure your clothes are cleaned the way you expect. How? By the way it cleans and cares for your clothes, its large capacity, convenience and customization, and because it conserves water and energy.

Begin On-Stage Voiceover:



This top-load washer has the agitator completely removed. You don't have to compromise clothes care to get outstanding cleaning with every load.

The Maytag NeptuneTL Washer uses the TumbleClean Wash System, a whole new way to do laundry with the most advanced top-load washer technology.

With the one-of-a-kind Showering Dispenser System, cleaning starts before the wash action begins. The dispenser showers a mixture of detergent and water into the wash zone as the tub spins, dispersing the cleaning agents throughout the load for better cleaning.

Revolutionary Tumblers gently turn laundry over in a concentrated pool of detergent and water for better fabric protection and cleaning. Clothes are spared the rough action of an agitator for better care that keeps clothes looking new, longer – protecting your clothing investment.

With Customized Cycles, you have cleaning and care for all types of loads – from super dirty to extra delicate. You'll automatically get the right temperatures, wash action and spin speeds to match any load type.

In the lab we stained these t-shirts with Kool-Aid, orange juice, Gatorade, pancake syrup, soy sauce, Cheese Whiz, strained peas and strawberry jelly. You can see what a mess they are and how hard they would be to get clean.

Then we washed them in the NeptuneTL washer on the normal cycle.

Coming out of the washer, you can see for yourself that all the stains came out of the shirts and they look like new.

Capacity & Convenience Section:

We removed the agitator, opening up extra space in the washtub to fit larger loads and big, bulky items like bedspreads – so you don't have to take them to the drycleaner.

Fewer loads means less time doing laundry and more free time doing the things you enjoy.

The NeptuneTL Washer can hold up to 20 towels in a single load. That's a lot of capacity!

And this washer is so convenient and easy to use. You won't believe what little effort it takes to get the laundry done.



The top-load design with the extra large lid means the Maytag NeptuneTL washer is easy to load and unload.

And the LCD touchscreen controls give you complete control of your laundry.

And features like the Time Remaining Indicator and Cycle Status Indicator help you stay one step ahead of your laundry.

Customization Section:

Starting a load is as simple as pushing one button when you use the all-new Cycle Library – which contains 24 pre-programmed cycles for today’s most common loads – including dress shirts, bright colors and knits.

Even removing tough stains is made easy using Stain Brain. This on-screen guide provides step-by-step instructions for removing up to 60 different stains like grass, wine, coffee and chocolate.

Another plus is the ability to create a “Favorite Cycles” list. Twenty-four of your most preferred cycles can be stored, making it difficult for the rest of the family to say they don’t know enough to help with the laundry!

The Laundry Hints and Tips Guide gives easy to understand answers to your laundry questions. It’s just like having Mom in the laundry room!

Conservation Section:

All this technology and innovation doesn’t mean that the Maytag NeptuneTL washer is expensive to operate. Features like the MaxExtract Spin result in shorter drying times - which saves energy.

And the Enviro-Plus Cycle will save even more water and energy by using less water and lower water temperatures.

In fact, when compared to traditional top-load washers, the Maytag NeptuneTL Washer uses 40% less water! And can save you up to \$165 a year on water and energy savings.

Dryer Section:

The matching dryer is a breakthrough in convenience and clothing care. The GentleBreeze Drying System and special cycles help clothes look their best.



And there's less waiting between loads. This dryer dries clothes in about the same amount of time it takes to wash them, saving you time.

Voice-Over from DVD finishes the chapter:

We know how you feel about your laundry.

The Maytag NeptuneTL. Welcome to the next wave.

Maytag. Depend On Us.

Move to closing:

These Innovations from Maytag are certainly changing how you used to do your household work. I think you will agree with me that these Appliances have changed the way we think of those dreaded chores.

This will conclude our presentation for this hour. Once again my name is _____ and if you have any questions or are interested in any of our products both myself and the Fry's sales associates are hear to help you. I would like to remind you if you haven't already filled out an entry form for our Win a Maytag Appliance drawing then it's not too late. I have them here at the stage. Thank you for joining me at the Maytag Innovation Stage and have a great rest of the day shopping at Fry's.

Begin Looping Chapter portion of the DVD.