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## **J.D. POWER RANKS KENMORE® ELITE APPLIANCES HIGHEST IN CUSTOMER SATISFACTION**

*Kenmore Elite Top-Load Washers, Dishwashers and Side-by-Side Refrigerators Earn High Marks for Performance and Reliability*

**Hoffman Estates, Ill.** (October 15, 2014) – When it comes to home appliance satisfaction, Kenmore customers have spoken. The Kenmore Elite® brand tops the list in customer satisfaction with top-load washers, side-by-side refrigerators and dishwashers, according to the [J.D. Power 2014 Laundry Appliance Satisfaction Study<sup>SM</sup>](#) and the [J.D. Power 2014 Kitchen Appliance Satisfaction Study<sup>SM</sup>](#). In addition, the Kenmore Elite line also ranked second in French Door refrigerators and over-the-range microwaves.

“This honor reflects the Kenmore core value: Delivering trusted performance,” said Michael Castleman, president, Kenmore, Craftsman and DieHard, and senior vice president, Sears Holdings. “We are laser-focused on delivering innovation and differentiated value that attracts exceptional interest from our customers. We understand it’s a privilege to be invited in the homes and lives of our customers, especially since that relationship can span over generations, as Kenmore products have been in American homes for more than 100 years.”

The Laundry Appliance Satisfaction Study and the Kitchen Appliance Satisfaction Study measure customer satisfaction in nine segments of major home appliances. Overall, customer satisfaction is measured in six factors. Studies revealed that performance and reliability of laundry and kitchen appliances are key drivers of customer satisfaction.

The J.D. Power 2014 Laundry Appliance Satisfaction Study noted that the Kenmore Elite line performed exceptionally well in three areas: Performance and reliability; features and warranty. Compared to its competitors, Kenmore Elite ranked highest among top-load washers earning a score of 816 out of a possible 1,000. The 2014 Kenmore Elite laundry line includes:

- [Kenmore Elite® 5.2 cu. ft. High Efficiency Washer](#) (31463/31462) and [7.3 cu. ft. Steam Dryer](#) (71423/71422). This pair puts a spin on the traditional top load design with water-resistant touch controls located on the front of the pair for easy reach and visibility. As a large capacity laundry pair, it also features Accela-Wash™ technology for faster washing. The Steam Refresh® dryer cycle uses steam to reduce odors and relax wrinkles in just 20 minutes. The Kenmore Elite® 5.2 cu. ft. High Efficiency Washer and 7.3 cu. ft. Steam Gas Dryer start at a MSRP of \$1099 and \$999, respectively.

In the dishwasher category, Kenmore Elite ranked highest in customer satisfaction for a second consecutive year as it scored high in performance and reliability; ease of use; features and price. The Kenmore 24" Built-In Dishwasher with PowerWave™ Spray Arm includes a unique sequential spray pattern that sweeps dishes from two sides for 80 percent more coverage<sup>1</sup> to tackle tough messes from every angle and ensure dishes are cleaned right the first time. The exclusive SmartWash® High Efficiency gauge analyzes the load to deliver optimal cleaning while using fewer

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<sup>1</sup> Compared to a traditional lower spray arm (based on 468 to 854 sq. cm.).

resources. The MSRP starts at \$449.

When it comes to refrigerators, the [Kenmore Elite](#) line topped the charts in side-by-side models and placing a close second in French Door models. Performance, ease of use and features are areas where the Kenmore products scored high. This year, the brand unveiled one of the most advanced fast-chilling features available on the market. The large capacity Kenmore Elite® 30 cu. ft. French Door Bottom Mount Refrigerator (74063) features the Accela-Chill™ compartment that cools a 20 oz. bottle of a favorite beverage in a mere eight minutes<sup>2</sup>. The Kenmore Elite® 30 cu. ft. French Door Bottom Mount Refrigerator will be available in fall of 2014 for MSRP of \$3,499 in stainless finish.

On the convenience front, microwaves are the go-to appliances for cooking in a pinch. The Kenmore Elite over the range model was named as “among the best” in this category. Delivering performance and efficiency, the Kenmore Elite® 1.8 cu. ft. over the range microwave (80373) uses convection cooking technology to cook foods faster, more precisely and evenly while bringing a sleek look to the kitchen. The MSRP starts at \$849.

For more information on Kenmore appliances, visit [kenmore.com](#) and [sears.com](#) where as a member you can research, browse products, create wish lists, poll friends and family and even get advice from experts to help choose the products and services that best meet your needs. Interact and share with the Kenmore community members and experts around cooking, cleaning and living at [inspiration.kenmore.com](#).

#### **About the Kenmore Brand**

The Kenmore Brand is an industry leader in delivering trusted performance in the home with smart and stylish appliance innovations that help consumers do things quicker, easier and better. Recognized as a top appliance brand for 100 years, the Kenmore Brand continues to give consumers more time, efficiency and better results for better living with industry-leading products across small and large appliance categories. For more information, log on to [www.kenmore.com](#) or [www.facebook.com/kenmore](#).

#### **About Sears Holdings Corporation**

Sears Holdings Corporation (NASDAQ: SHLD) is a leading integrated retailer focused on seamlessly connecting the digital and physical shopping experiences to serve our members - wherever, whenever and however they want to shop. Sears Holdings is home to Shop Your Way™, a social shopping platform offering members rewards for shopping at Sears and Kmart as well as with other retail partners across categories important to them. The company operates through its subsidiaries, including Sears, Roebuck and Co. and Kmart Corporation, with more than 2,000 full-line and specialty retail stores in the United States and Canada.

#### **About J.D. Power**

“Headquartered in Westlake Village, Calif., J.D. Power is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit [jdpower.com](#). J.D. Power is a business unit of The McGraw-Hill Companies.”

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<sup>2</sup> With Accela-Chill feature activated, cool down a 20 oz. bottle of beverage from room temperature to 54 degrees