



Press Release

J.D. Power and Associates Reports:

Samsung Ranks Highest in Customer Satisfaction with Clothes Washers and Dryers, While Kenmore Elite, LG and Samsung Rank Highest in their Respective Kitchen Appliance Segments

Price is Increasingly Important to Selection and Satisfaction with Laundry and Kitchen Appliances

WESTLAKE VILLAGE, Calif.: 26 August 2009 — Among washing machine and clothes dryer manufacturers, Samsung ranks highest in customer satisfaction, while among kitchen appliance manufacturers, Samsung ranks highest for refrigerators, Kenmore Elite ranks highest in satisfaction with dishwashers and LG ranks highest for ranges/cooktops/ovens, according to the J.D. Power and Associates 2009 Laundry Appliances StudySM and the J.D. Power and Associates 2009 Kitchen Appliances Study,SM both released today.

Laundry Appliances Study

The Laundry Appliances Study measures [customer satisfaction with clothes washers](#) and [dryers](#) based on performance in six factors: ease of use; features (such as the number of settings available and appliance capacity); operational performance (including energy efficiency, noise level and how well the appliance functions); styling and feel; warranty; and price.

Clothes Washers

Samsung ranks highest in satisfying customers with clothes washers, achieving a score of 834 on a 1,000-point scale. Samsung performs particularly well in four of six factors: operational performance; ease of use; features; and styling and feel. Following Samsung in the rankings are LG (818) and Kenmore Elite (812).

Clothes Dryers

Samsung ranks highest in customer satisfaction with clothes dryers for a second consecutive year with a score of 842, and performs particularly well in five of six factors: operational performance, ease of use; price; styling and feel; and features. LG (826) and Kenmore Elite (823) follow Samsung in the rankings. Kenmore Elite performs particularly well in the features factor.

Kitchen Appliances Study

The Kitchen Appliances Study measures customer satisfaction in three segments of kitchen appliances: [dishwashers](#); [refrigerators](#); and [cooktops/ranges/ovens](#). Customer satisfaction is measured based on performance in six factors: operational performance (including how well the appliance functions, noise level and energy efficiency); operational features (such as the number of settings available and appliance capacity); ease of use; styling and feel; price; and warranty.

Refrigerators

For a fifth consecutive year, Samsung ranks highest in satisfying customers with refrigerators. Samsung (822) performs particularly well in three of six factors: operational performance; operational features; and styling and feel. Whirlpool Gold follows Samsung in the rankings with a score of 815 and performs particularly well in the ease of use and price factors. LG (807) ranks third and performs particularly well in the warranty factor.

Dishwashers

Kenmore Elite ranks highest in customer satisfaction with dishwashers with a score of 810. Kenmore Elite ranks highest in two of six factors: ease of use and features. Bosch (802) and LG (799) follow Kenmore Elite in the rankings. Bosch performs particularly well in the operational performance factor, while LG performs particularly well in the warranty factor.

Cooktops/Ranges/Ovens

Among manufacturers of cooktops, ranges, and ovens, LG ranks highest with a score of 806, and performs particularly well in three of six factors: operational performance; styling and feel; and warranty. Following LG in the rankings are Frigidaire (801) and Kenmore Elite (800). Frigidaire ranks highest in the ease of use and price factors, while Kenmore Elite ranks highest in the features factor.

Other Industry Findings

In all appliance segments included in the two studies, the importance of price in the appliance purchase decision and as a driver of customer satisfaction has increased notably from 2008.

“Consumers are scrutinizing the value of new appliance purchases much more carefully than in recent years,” Dale Haines, senior director of the real estate and construction industries practice at J.D. Power and Associates. “Fortunately for consumers, most major appliance brands produce highly reliable products, so good values can be found at a wide range of price points.”

The 2009 Laundry Appliances Study is based on responses from more than 4,000 consumers who purchased clothes washers and more than 3,800 consumers who purchased clothes dryers from a retail store, their new-home builder, or received one through other means (such as a gift) during the past 24 months. The study was fielded between March and April 2009.

The 2009 Kitchen Appliances Study is based on responses from 3,387 consumers who purchased dishwashers, 4,067 consumers who purchased cooktops/ranges/ovens and 4,247 consumers who purchased refrigerators through a retail store or their new-home builder, or received one through other means (such as a gift) during the previous 24 months. The study was fielded between March and April 2009.

For more information and complete rankings on [major home appliances](#), please visit [JDPower.com](#).

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](#). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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J.D. Power and Associates Media Relations Contacts:

Jeff Perlman; Brandware Public Relations; Malibu, Calif.; (818) 317-3070; jperlman@brandwaregroup.com
Syvetril Perryman; Westlake Village, Calif.; (805) 418-8103; media.relations@jdpa.com

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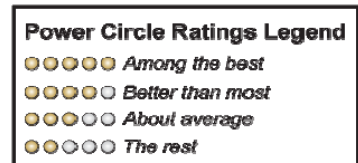
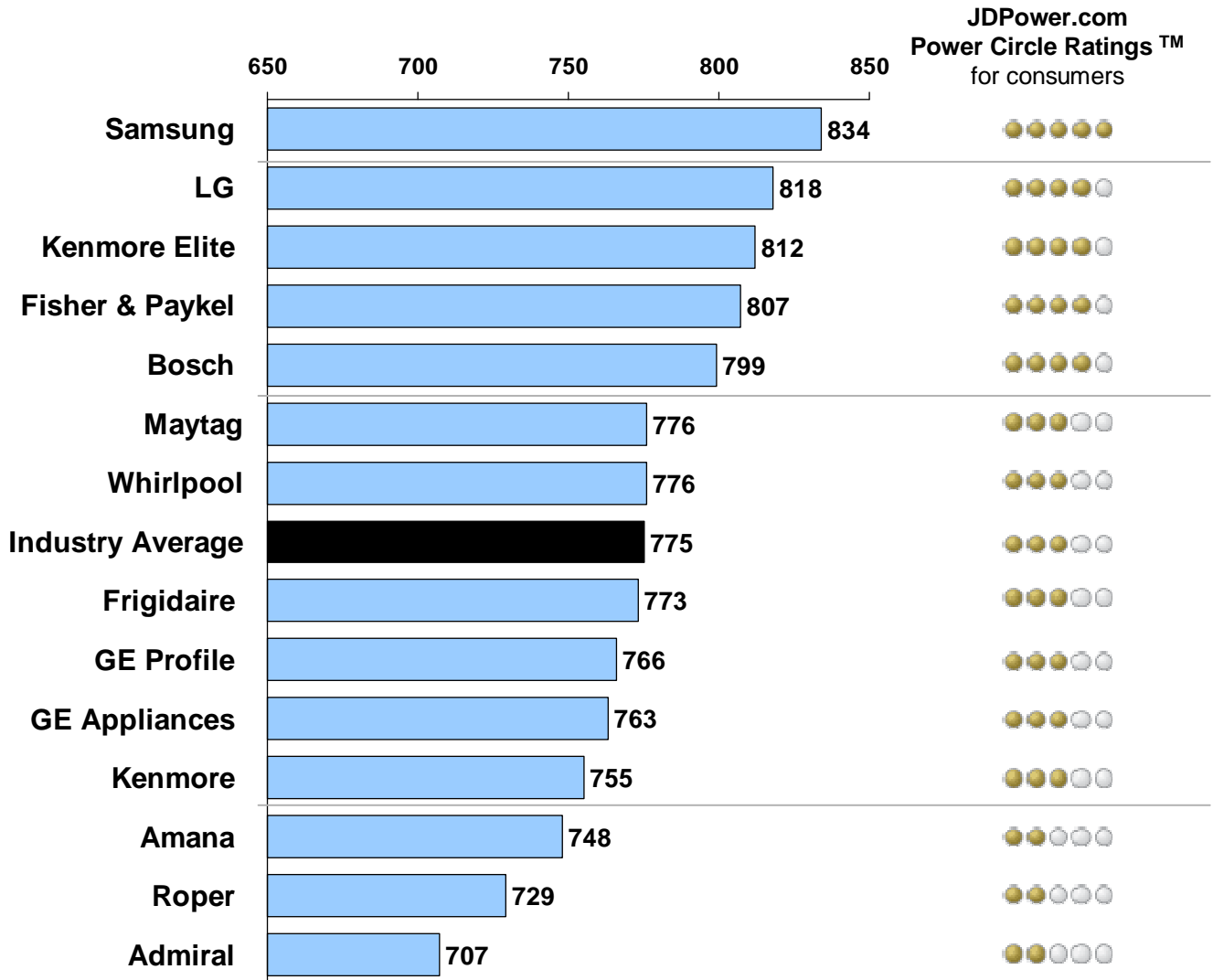
(Page 2 of 2)

NOTE: Five charts follow.

J.D. Power and Associates 2009 Laundry Appliances StudySM

Overall Customer Satisfaction with Clothes Washers

(Based on a 1,000-point scale)



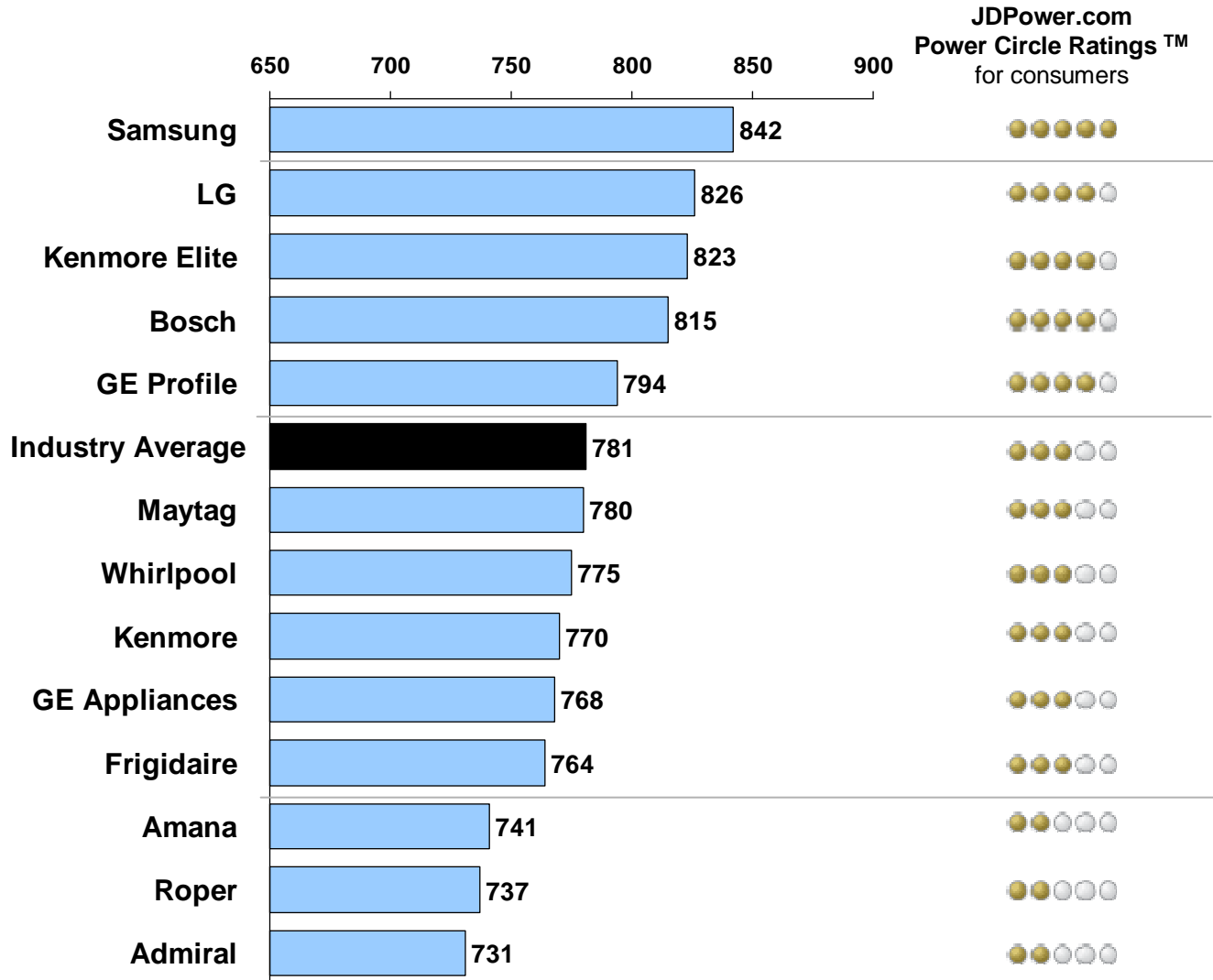
Source: J.D. Power and Associates 2009 Laundry Appliances StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2009 Laundry Appliances StudySM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle RatingsTM are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit jdpower.com/faqs. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.

J.D. Power and Associates 2009 Laundry Appliances StudySM

Overall Customer Satisfaction with Clothes Dryers

(Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

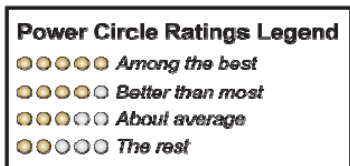
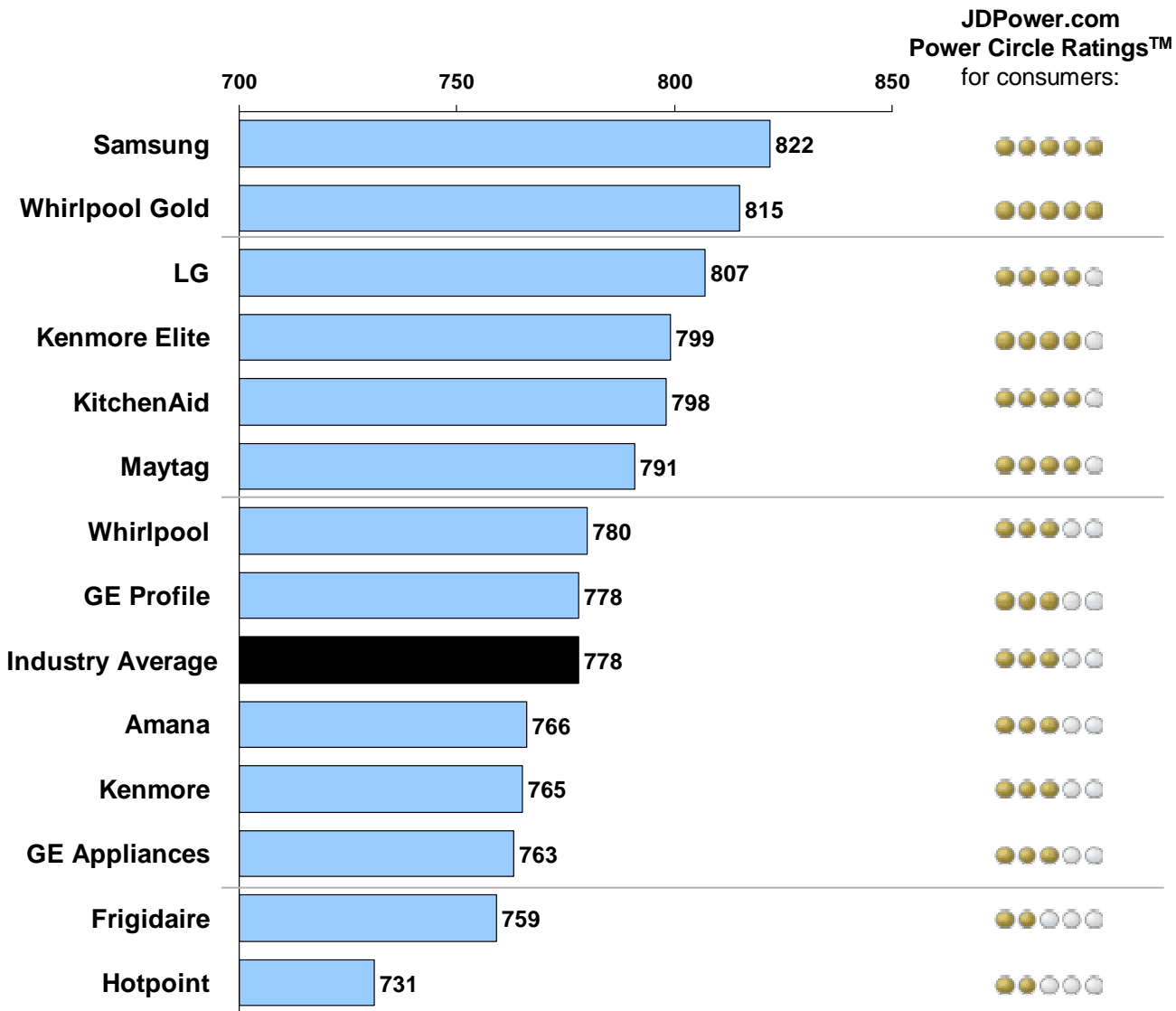
Source: J.D. Power and Associates 2009 Laundry Appliances StudySM

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J.D. Power and Associates 2009 Kitchen Appliances StudySM

Overall Customer Satisfaction with Refrigerators

(Based on a 1,000-point scale)

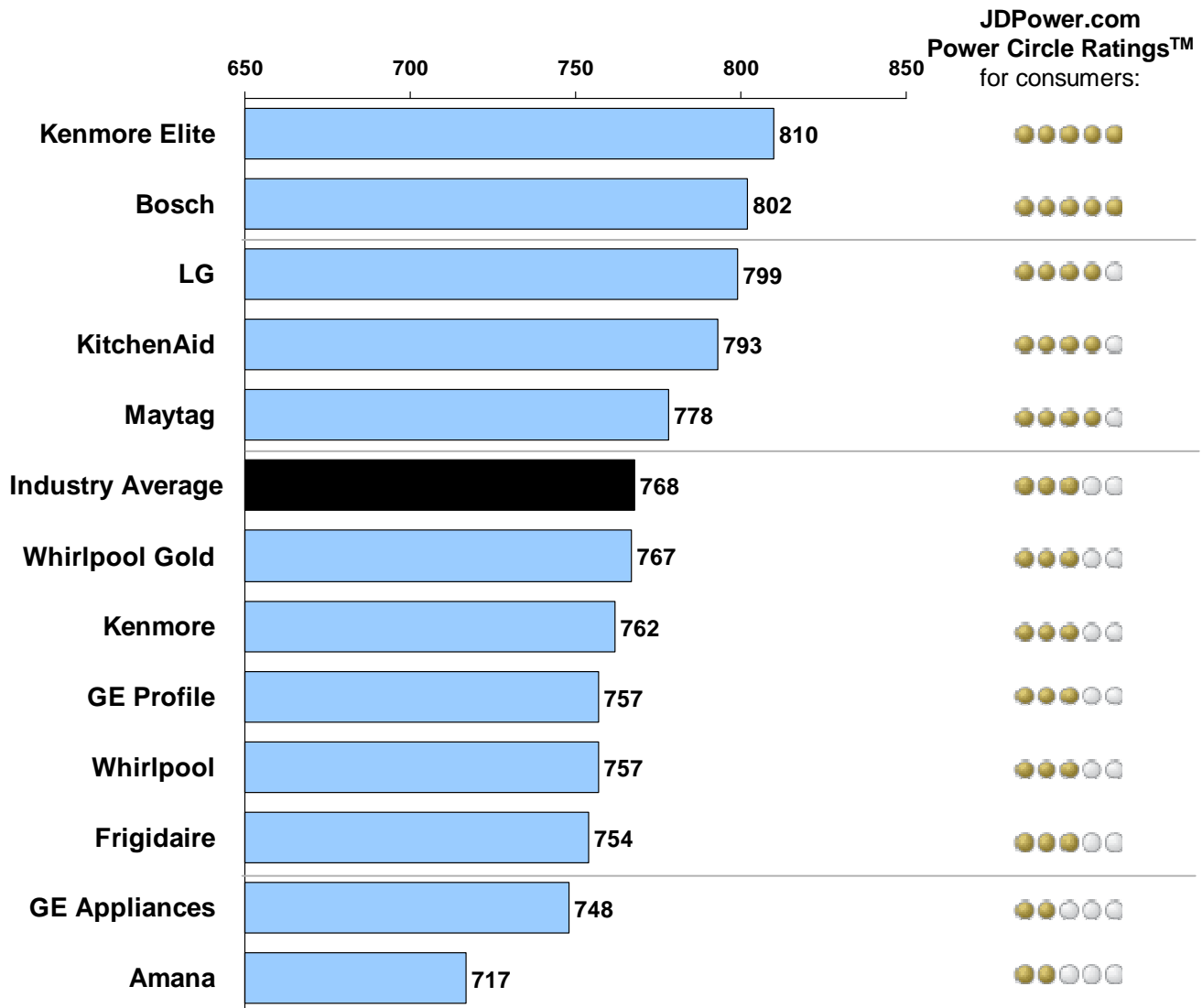


Source: J.D. Power and Associates 2009 Kitchen Appliances StudySM

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J.D. Power and Associates 2009 Kitchen Appliances StudySM

Overall Customer Satisfaction with Dishwashers (Based on a 1,000-point scale)



Power Circle Ratings Legend

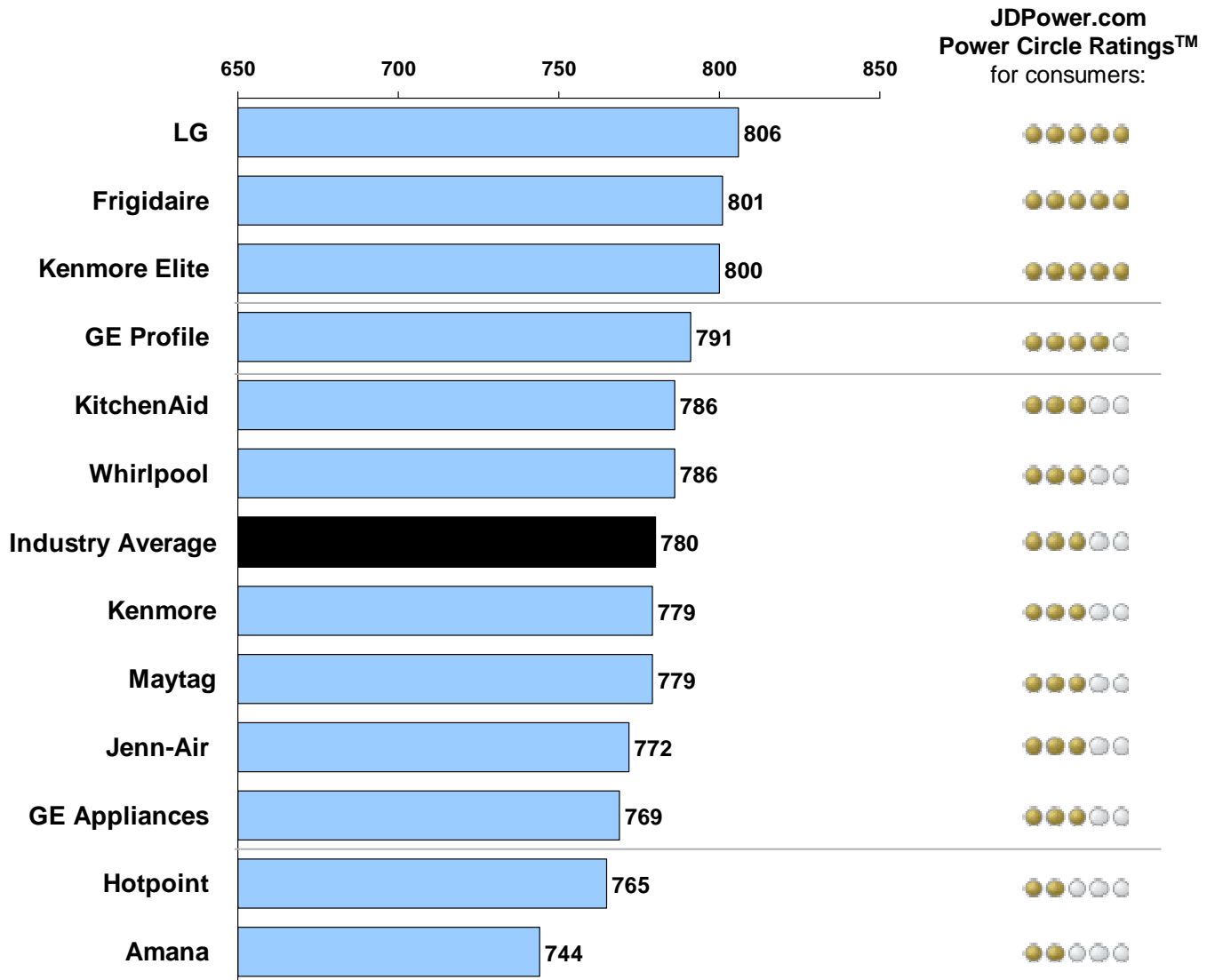
- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2009 Kitchen Appliances StudySM

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J.D. Power and Associates 2009 Kitchen Appliances StudySM

Overall Customer Satisfaction with Ranges/Cooktops/Ovens (Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2009 Kitchen Appliances StudySM

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