

Alliance Laundry Systems Expands in Latin America with Innovative Modular Business Model, Opens First Store in Colombia

Company Pledges to Help TECHO Wash Away Poverty in the Region

MIAMI, Nov. 25, 2014 /PRNewswire/ -- Continuing with its international growth strategy, Alliance Laundry Systems, the leading global commercial laundry equipment provider, announced today its expansion in Latin America with the introduction of Speed Queen Modular Stores and Speed Queen Branded Laundromats in the region. Alliance, which operates in 100 countries around the world and has Latin American headquarters in Miami, recently opened its first Speed Queen Modular Store in Colombia and plans to open at least 10 additional stores in the region in 2015.

Speed Queen Modular Stores and Speed Queen Branded Laundromats are innovative turnkey business concepts that present entrepreneurs with a proven and reliable investment opportunity to own self-service laundry stores in high traffic areas. The Speed Queen Modular store offers a portable option, where the store can be delivered, set up and operated from almost anywhere – even a parking lot. The Speed Queen Laundromat business offers a similar business ownership opportunity, but the stores are operated from one fixed location.

As part of this new market introduction, the company has partnered with TECHO, a youth-led non-profit organization that aims to end poverty across 19 countries in Latin America through various community development programs. As they continue to expand in the region, Alliance is committed to helping TECHO achieve its mission and is doing their part to wash away poverty. To this end, Scott Ciavetta, Alliance Vice President Customer One and Chief Information Officer, will be on hand to personally kick off the relationship starting with the sponsorship of ArtTECHO, TECHO's gallery exhibition and fundraising event, which takes place during Art Basel in Midtown Miami from December 1-7.

"The Speed Queen business model represents a huge opportunity for entrepreneurs who want to own a business without having to invest a lot of time and money," said Carlos Vasquez, International Director for Latin America. "What investors are buying into is an innovative, reliable and profitable business model created by the most experienced and recognized brand in the commercial laundry category. For consumers, this also introduces a new, convenient and hassle-free way to get laundry done."

Alliance provides the following support for Speed Queen Modular stores:

- Quick Installation - flexible design that is compatible with any location.
- Portability - allows an easy installation or location change.
- Technical service and support.
- Professional training and supervision.

- Financing - assistance and planning.
- Marketing - materials and tools to support business goals.

The ArtTECHO pavilion and exhibition will be located near the Shops at Midtown Miami (on NE 1st Ave between 31st and 32nd streets - next to Sugarcane Raw Bar Grill). The venue will feature a photographic exhibit featuring 20 distinguished photographers from Latin America, whose one-of-a-kind photos will be auctioned off to raise additional funds for TECHO. In addition, there will be a live art performance by artists Mariana Botero (www.culturadora.com) and Ronald Sanchez (www.rooneyart.carbonmade.com) who will paint Speed Queen machines and turn them into works of art during the opening VIP reception on December 1 and again on December 5.

Alliance and TECHO are currently exploring different ways to work together in 2015 and formalizing an ongoing charitable relationship that ties into each new store opening in Latin America. The money raised at ArtTECHO will also be used to fund TECHO projects throughout the region.

ABOUT ALLIANCE LAUNDRY SYSTEMS

Alliance Laundry Systems is a leading designer, manufacturer and marketer of commercial laundry equipment used in Laundromats, multi-housing laundries and on-premises laundries. Under the well-known brand names of Speed Queen[®], UniMac[®], Huebsch[®], IPSO[®], Primus[®], and Lavamac[®], Alliance produces a full line of commercial washing machines, dryers and ironers with load capacities ranging from 12 to 265 pounds. Certain commercial products are also sold in the consumer laundry marketplace. Alliance Laundry's worldwide employment combined with Primus Group was 2,528 at the end of December 2013. With combined 2013 net revenues of \$670 million, Alliance is the world's leading manufacturer of commercial laundry equipment. For more information, visit www.alliance-laundry.com

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