

Alliance Laundry Systems Planning Second Major Capacity Project

Expanding global demand helping drive manufacturing growth in Wisconsin

RIPON, Wis.--(BUSINESS WIRE)-- Less than two months after completing a major production capacity increase, Alliance Laundry Systems LLC, a leading manufacturer of commercial laundry equipment for the world, announced that it is moving forward with a \$46 million dollar expansion, the largest in the company's history.

The project received final internal approval after Alliance reached various agreements with its union—the United Steelworkers Local 1327, the City of Ripon and Fond du Lac County.

The company's current plans call for adding 106,000 square feet of space for manufacturing and assembly in Ripon, Wis.

Alliance anticipates breaking ground for the new expansion in February 2014 and expects the added production capacity to be on line in the second half of 2015. It will place initial orders for long-lead-time production equipment this year. The company plans to hire an additional 150 manufacturing and office staff to support the added capacity. The hiring process will begin immediately, but the majority of production employees will be hired in 2015. Alliance currently employs 1,567 people in Ripon.

"Alliance makes the most reliable and durable laundry equipment available, and demand for our products keeps growing, both in the U.S. and overseas," said Mike Schoeb, Alliance Laundry President and CEO. "Our core philosophy is to delight our customers with each and every interaction, provide the best products in the industry and excel in our service levels. The dedication of our people is what puts this philosophy into action. The proof the formula works shows in our steadily growing revenues.

"Our continued strong partnership with the City of Ripon, Fond du Lac County and our union allows projects such as this to gain traction and move forward quickly," Schoeb added.

Local officials including Fond du Lac County Executive Allen Buechel, Fond du Lac County Economic Development Corporation President Steve Jenkins, and City of Ripon Mayor Gary Will and Administrator Lori Rich worked closely with Alliance to get the plant expansion ready to move forward, Schoeb said.

"Alliance Laundry's expansion is great news for Fond du Lac County and its residents and we're proud to be a partner in making it possible," noted Buechel. "The 150 new jobs and \$46 million investment continue to prove that our county is a great place for business and manufacturing."

Jenkins said that the project will have a positive ripple effect in the county, including the creation of 71 new jobs in addition to the 150 being added at the plant. "The expansion exemplifies how product innovation and reliability creates new jobs, as well as how effective public/private partnerships benefit our community," he said.

Ripon City Administrator Rich praised Alliance for continuing to build on its success. Mayor Will concurred: "Alliance Laundry offers our community an unparalleled opportunity for job growth, and by providing financial assistance to a local business we will help ensure that Alliance Laundry continues to expand its business right here in the city."

Currently Alliance's corporate campus occupies five buildings on more than 58 acres in Ripon. Its facilities include two manufacturing plants, an engineering center and test lab, and distribution facilities, for a total of more than one million square feet.

About Alliance Laundry Systems:

Based in Ripon, Wis., Alliance Laundry Systems LLC is the leading global manufacturer of commercial laundry equipment and provider of services to laundromats, multi-housing laundries and on-premise laundries. It also makes commercial quality washers and dryers for the home. The company offers a full line of washers and dryers with load capacities from 12 to 265 pounds, made and rigorously tested at Alliance's manufacturing facilities in Ripon and Wevelgem, Belgium. The company's equipment is sold under the well-known brand names Speed Queen®, UniMac®, Huebsch®, IPSO®, Cissell® and D'Hooge®. Alliance Laundry Systems employs more than 1,800 people worldwide and has more than 1.4 million square feet (129,600 square meters) of global facility space. Net revenues in 2012 were \$505.0 million. For more information, call +001 920 748 3121 or visit www.alliancelaudry.com.

for Alliance Laundry Systems LLC

Media Contacts:

Kaitlin Corner, 414.224.0210, kcorner@n-s.com

Tina Daniell, 414.224.0210, tdaniell@n-s.com

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