

MAY 2021

SPEED QUEEN® RESIDENTIAL MONTHLY UPDATE

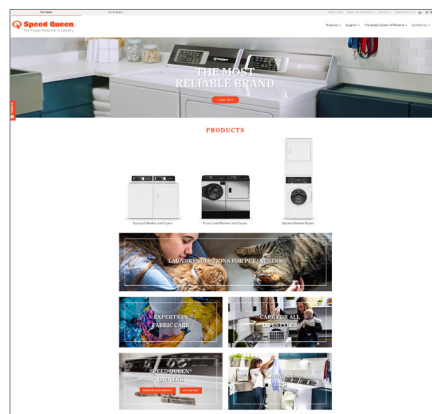


NEW on the Speed Queen Website New SpeedQueen.com Home Page

We are excited to present our new home page on the [SpeedQueen.com](https://www.SpeedQueen.com) site. In the new page design, we removed unimportant elements to improve and simplify the user experience. The new page layout also makes it easier to find and engage with different areas of the site. On the page, we've added a short video, product listings and clickable images that help the user navigate to the sections of our website.

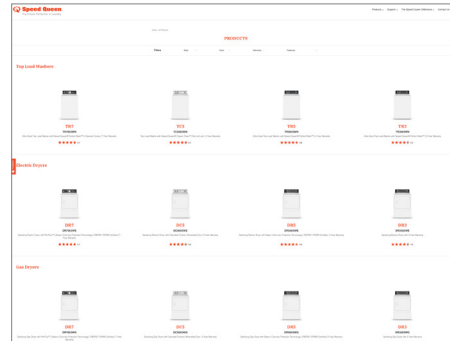
We also have a new Speed Queen Difference page, which is linked on the top home banner and allows visitors to dive further into our top messages:

- Most Reliable Brand
- Care for All Lifestyles
- Care of Fabric
- Care for Pets
- Owner Support



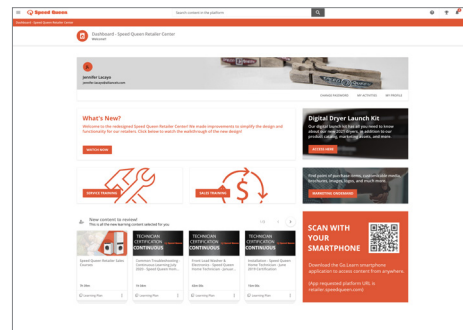
New Speed Queen Product Pages

The new dryer models have been added to the product pages along with the MSRP price and an updated layout of the product features. The new product catalog and individual product pages are easy to navigate and present a better user experience overall. Check out the pages today!



New Speed Queen Retailer Center

We have also updated our [Retailer Center](#) with a new design— making the site easier to navigate for retailers. It also includes a short how-to video.



Dryer Launch Announcement

The press release announcing the new Speed Queen dryers and launch posts on our social media were shared on April 21. We will continue to share more about our new features on our social sites, so make sure you're following us!

Retail Observer Print Ad

Keep an eye out for our print ad featuring Pet Plus™ running in the May and June issues of Retail Observer.



Point of Sale Stickers on Dryers

As a heads up, our POS stickers are being applied directly to the dryer units at the plant during production. The POS stickers will be on the units when they arrive to the stores.



2021 Product Catalog Update

We have updated and replaced the old catalog, which had the incorrect 15-digit model numbers. The new product catalogs can be found on the Retailer Center.

June Price Catalogs

The June price catalogs are now available for retailers and can be found on the Retailer Center.

Platinum Dealer POS and Shirt Redemption

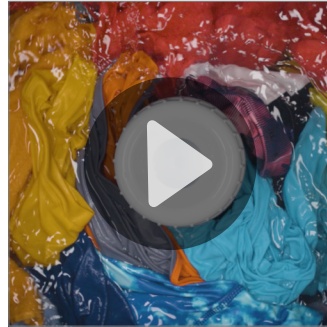
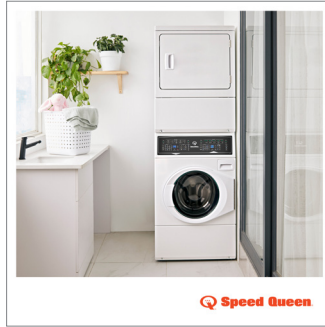
The Platinum Dealer POS and polo shirt redemption cards have been shipped to distributor warehouses. Keep an eye out if you haven't already received them.



Social Posts for May

As a reminder, our social media posts related to the dryer launch are available on the Marketing On-Demand section of the Retailer Center. We also have additional posts for the month of May. All post options are tagged to “Social Media” so your dealers can use the search option to quickly find the content they are looking for.

We also share with both BrandSource and Nationwide Marketing Group – for faster access and posting of the content.



Dealer Blog Post for May

New Blog content for May is now available for download. This unique content is intended to be shared directly on dealer websites and social channels. This month we have one blog on the five best TikTok laundry hacks. The file can be found on the Retailer Center in the Marketing On-Demand section of the site. Dealers can search the word “blog” to quickly find the files. We also share with both BrandSource and Nationwide Marketing Group – for faster access and posting of the content.

