



PRESS RELEASE

FOR IMMEDIATE RELEASE

BDS appointed Electrolux® and Wascomat® dealer

ST. PAUL, Minn. (May 28, 2011) – BDS Laundry Systems announces its appointment by Laundrylux as the distributor of Electrolux Professional and Wascomat Commercial vended (coin-op) and On Premises Laundry (OPL) equipment for the states of Minnesota, South Dakota, North Dakota, most of Iowa, western Wisconsin, and the upper peninsula of Michigan, effective immediately.

David DeMarsh, President of BDS, comments, “We have been in business exactly 50 years, and the BDS team believes in powerful consumer-recognized brands, technology innovation, and top-quality marketing in partnership with our manufacturer suppliers. Laundrylux has proven to us that they have all this and more; we are excited to add the Electrolux and Wascomat brands to our current product offerings for coin and OPL, and to partner with them in growing our business. We have been impressed with the rapid growth of Electrolux as a premium brand in North America.”

Neal Milch, CEO of Laundrylux, states, “We are delighted to welcome Dave DeMarsh, his family, and the BDS team of laundry professionals into the Electrolux and Wascomat distributor network. BDS is famous for providing superior sales and service to their customers with integrity, reliability, and the utmost professionalism. BDS Laundry Systems has won every award the industry has to offer, so it is with great appreciation for their confidence, that Laundrylux welcomes their business. Laundrylux is absolutely committed to strong distribution and outstanding customer support.”

About BDS Laundry Systems

For over four decades, BDS laundry Systems has established its reputation as Leader in Laundry Equipment, Experts in Laundry Solutions. Since 1961, we have grown into one of the country’s largest commercial laundry equipment distributors serving the coin laundry, multi-housing, and on-premise laundry markets. For more information about BDS, visit www.bdslaundry.com

About Laundrylux

Wascomat® and Electrolux® Professional laundry products are distributed in North America by Laundrylux®. The company offers state-of-the-art commercial laundry and wetcleaning equipment for the vended and OPL markets, as well as financing solutions and business planning support. Wascomat and Electrolux products are world-renowned for exceptional quality, durability, and water and energy efficiency. For more information about Laundrylux, visit www.laundrylux.com.

###