

KENMORE® PRESENTS

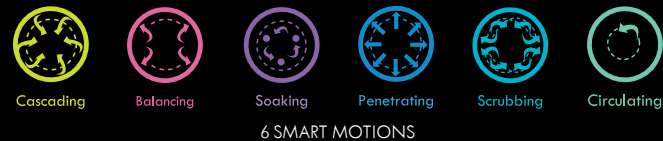
FROM THE RUNWAY TO THE WASHER

“I take great care in choosing fabrics for my collection. To preserve their natural beauty and integrity, the same care is needed in cleaning the pieces that I create. I've seen for myself that the KENMORE ELITE® WASHER really is designed to care for my fabrics the same way I do.”

- THAKOON, one of America's most celebrated talents in fashion, whose timeless, feminine designs project poised elegance with an underlying hint of playful wit.



Kenmore.that's genius.™



Introducing the KENMORE ELITE® TOP LOAD WASHER. With Smart Motion™ Technology, it custom-blends six different wash motions to ensure the right cleaning and care for your clothes. Even designer styles from Thakoon's collections may be washed in this machine. See for yourself at kenmore.com/runwaytowasher.



A SPECIAL ADVERTISING SECTION

Scan this code using your smartphone for more about the Runway to Washer promotion.

ENTER FOR A CHANCE TO BE A WINNER in the Kenmore® Runway to Washer Sweepstakes. One grand-prize package includes a Kenmore® washer and dryer; a year's supply of Tide®; and a trip for two to New York City for Fashion Week, with airfare, accommodations, seats at Thakoon's show where you'll meet the designer, and a selection of items from his collection. One first-prize winner will receive a washer and dryer plus a year's supply of Tide®, and ten second-prize winners will receive a year's supply of Tide®. To enter, visit kenmore.com/runwaytowasher.

NO PURCHASE NECESSARY. Purchasing does not improve your chances of winning. The Runway to Washer Sweepstakes, Presented by Kenmore, is open to legal residents of the contiguous 48 United States and the District of Columbia (US), age 21 or older at time of entry. Void in AK, HI, outside the United States, in Puerto Rico and where prohibited by law. Sweepstakes begins at 12:01AM ET on 11/1/10 and ends at 11:59PM ET on 1/21/11. For entry details and Official Rules, see www.kenmore.com/runwaytowasher. Limit one online entry per person or email address per day. Sponsor: Time Inc.