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TOP-LOAD LOVERS REJOICE: WHIRLPOOL® BRAND OFFERS FRONT-LOAD ECO-EFFICIENCY IN TOP-LOAD LAUNDRY

New Top-Load Washers Change Laundry Landscape with Top-Tier Energy and Water Savings

LAS VEGAS, Jan. 20, 2009 – Historically, front-load laundry pairs have led the industry in capacity and efficiency, yet nearly three-quarters of American households rely on top-load laundry configurations. Proving consumers can have the best of both worlds, Whirlpool brand now offers two of the most eco-conscious ENERGY STAR® qualified top-load washing machines on the market – the Cabrio® HE washer and an updated “Classic” conventional washer.

While saving money is top-of-mind in this economy, research shows 59 percent of consumers consider water and energy savings as primary washing machine purchase drivers.* The new Tier III Cabrio® HE washer can save up to \$900 in lifetime water and energy costs** and features a 5.0 cu. ft. drum capacity -- the largest in the industry. For consumers looking for premium efficiency at an entry-level price tag, the ENERGY STAR® qualified “Classic” model pays for itself in water and energy savings in less than 5 years.***

“As the leader in laundry, Whirlpool brand identified an opportunity to bring unmatched energy and water savings to consumers clamoring for top-load washers with front-load capabilities,” said Wendy Ortiz, home economist, Whirlpool Institute of Fabric Science. “With the introduction of the new Cabrio® HE washer and ENERGY STAR qualified Classic washer, consumers can now enjoy eco-friendly top-load configurations no matter their budget.”

The Cabrio® HE washer uses up to 67 percent less energy and 70 percent less water*** and is CEE Tier III certified, a designation typically held by front-load models. The system is based on the Consortium for Energy Efficiency qualified product listings; Tier III is the highest rating and is only given to the most efficient washers. Able to clean up to three baskets of laundry in one load, the Cabrio® HE washer features a spin speed of 1100 RPMs (revolutions per minute) – the fastest in its configuration. Faster spin speeds in the washer remove more moisture from clothes, so they spend less time in the dryer.

One of the first ENERGY STAR qualified conventional washer of its kind on the market, the “Classic” model uses 65 percent less energy and 49 percent less water, saving up to 250 gallons of water per week.*** Features like the Auto Load Sensing wash system with Triple Spray Technology, which uses three nozzles to fill the wash basket according to load size, help consumers get more done in less time.

To give consumers even more options for their laundry rooms, the new Cabrio® HE laundry pair is now available in White, Black, and soon to come Lunar Silver, with an MSRP of \$1199 and \$1299 respectively for the Cabrio® HE washer and \$1099 and \$1199 for the Cabrio® Steam dryer. The ENERGY STAR Classic pair now comes in White and Garnet with an MSRP of \$549 and \$679 for the washer and \$549 and \$649 for the dryer. Whirlpool products are available at retailers nationwide.

Whirlpool brand laundry experience @ IBS
Las Vegas Convention Center, Booth # C5843
January 20-23
Learn more @ www.whirlpool.com

**According to Whirlpool brand research*

***Compared to pre-2004 conventional washer; based on 10 year life*

**** Compared to pre-2004 conventional washer*

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About Whirlpool Brand Laundry

With annual sales of approximately \$19 billion and more than 73,000 employees, Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances. Recognizing the average American family does about seven loads of laundry each week, Whirlpool brand is committed to providing forward-thinking laundry appliances that match the lifestyles of all consumers. Brought to United States in 2001, the innovative Duet[®] Fabric Care system continues to be America's best-selling front load laundry pair, washing 16 pairs of jeans in a single load* while using half the water and energy of traditional top-loaders. Further continuing its commitment to innovation, the brand introduced the Duet[®] steam dryer which relaxes wrinkles and removes odors from fabrics in just minutes. No other laundry brand has fewer repairs, according to a leading consumer magazine; and no other brand sells more laundry products worldwide. For additional information regarding Whirlpool brand laundry please visit <http://www.whirlpool.com>. Information about the company can be found at <http://www.whirlpoolcorp.com>.

* Various sizes.