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WHIRLPOOL CORPORATION SHOWCASES LATEST APPLIANCE “FIRSTS” AT INTERNATIONAL BUILDERS’ SHOW

*Global Appliance Leader Addresses Energy Efficiency,
Cooking Performance and Bold Color with New Introductions*

LAS VEGAS, Jan. 20, 2009 – Nearly a century young, [Whirlpool Corporation](#) (NYSE: WHR) the world's leading manufacturer and marketer of home appliances, has introduced many of the country's household firsts – from the countertop microwave to the automatic washing machine. Whirlpool Corporation continues this tradition at the 2009 International Builders' Show, unveiling its next line of product innovations that address energy efficiency, cooking performance, design and other trends for the home.

“From KitchenAid brand's introduction of the automatic dishwasher to Whirlpool brand's unveiling of high capacity, front-load laundry in the U.S., Whirlpool Corporation has always been on the leading edge of home appliance innovation,” said Michael Todman, president, Whirlpool North America. “In 2009, Whirlpool will again lead the industry with eco-efficient, functional and design-forward product innovations from its diverse portfolio of brands.”

Whirlpool Corporation's unmatched portfolio - including Whirlpool, KitchenAid, Maytag, Jenn-Air, Amana and Gladiator brands - offers real solutions that meet the needs of every consumer segment.

Convenient Design

[Amana brand](#) continues to demonstrate innovation in refrigeration as it introduces the new Quick Tap™ Entertainment Refrigerator with a beverage reservoir that conveniently holds and dispenses up to 2.5 liters of cold beverages -- a must-have feature for partygoers and hosts alike.

Value Proposition

Whether helping to spark the interest of a homebuyer, protecting valuables or clearing clutter, garage organization is proving to be a worthwhile investment. In fact, 62 percent of respondents said the garage is the storage area of the home they would most like to resolve, according to a recent consumer study. [Gladiator® GarageWorks](#) is the leader in garage organization delivering innovative solutions that allow garage owners to organize their space in a way that suits their individual storage needs.

Precise Performance

[Jenn-Air](#), the most preferred cooking appliance brand among consumers¹, is introducing an entirely new collection of high end appliances. The new Jenn-Air line includes high performance wall ovens with advanced LCD touchpad controls and the most powerful convection elements on the market, plus new downdraft cook tops available in a unique ductless configuration. This latest innovation allows high-rise dwellers and others who are unable to run ductwork or vent smoke outside to take advantage of the performance and versatility of downdraft ventilation technology.

Ninety Years Strong

[KitchenAid](#), the iconic brand that traces its roots to the first stand mixer in 1919 and first dishwasher in 1949, is celebrating its 90th anniversary this year. The latest collection of

KitchenAid dishwashers will include a dishwasher with 25 percent better washing and drying results,² and the industry's lowest sound level.³ Adding to its broad line of cooking essentials, the new KitchenAid® Commercial-Style series includes high performance cooktops, dual-fuel ranges and powerful ventilation hoods, all designed to enable chef-worthy results at home.

Clean the First Time, Every Time

Known for its exceptionally robust components and long-term dependability, [Maytag®](#) brand introduces the Maytag® Jetclean® dishwasher with an exclusive Silverware Blast feature that ensures silverware and utensils come out clean the first time every time. The Silverware Blast feature has four spray jets targeted specifically at the silverware basket to evenly distribute focused water pressure to remove caked-on food particles.

Exceeding Expectations

Knowing that 80 percent of consumers believe it is important to save energy, [Whirlpool®](#) brand leads the way again with a refrigerator that does not sacrifice function for efficiency and exceeds federal minimum efficiency standards by 30 percent. The new Whirlpool brand Resource Saver™ refrigerator is the most energy efficient side-by-side refrigerator ever to hit the market.

Laundry Leader

With nearly three-quarters of consumers still comfortable with top-load laundry, Whirlpool has taken a full portfolio approach to creating an option for every lifestyle. [Maytag®](#) Bravos® is one of the first CEE Tier III energy qualified top-load washers on the market, delivering 70 percent water and 67 percent energy savings⁴. The new Whirlpool brand Cabrio® HE CEE Tier III energy qualified washer can save up to \$900 in lifetime water and energy costs⁵ and features a 5.0 cu. ft. drum capacity -- the largest in the industry. No other manufacturer offers more high-efficiency (HE) and ENERGY STAR® qualified washers than Whirlpool Corporation.

Celebrity Sightings

Representing the vast appeal that [Whirlpool Corporation](#) offers through its diverse brands, the company hosts two special guests in its booth during the International Builders' Show. The Maytag Repairman, Clay Jackson, will sign autographs and hand out freshly baked cookies from 10:00am-12:00pm and 2:00pm-4:00pm on Tuesday, January 20 and Wednesday, January 21. In addition, Amana brand ambassador and noted designer Thom Filicia will be on-hand to debut a selection of Amana concept refrigerators on Tuesday, January 20 from 10:00am-12:00pm and 2:00pm-4:00pm.

Whirlpool Corporation Brand Portfolio @ IBS

Las Vegas Convention Center, Booth # C5843

January 20-23

Learn more @ www.whirlpoolcorp.com

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About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$19 billion, more than 73,000 employees, and 69 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Bauknecht and other major brand names to consumers in nearly every country around the world.

1. Since 1989 and based upon independent national consumer research, 2007.
2. Combined wash and dry results of leading premium brands highest MSRP models without heated dry.
3. Per IEC standards, normal cycle.
4. CEE Tier system is based on the Department of Energy Consortium for Energy Efficiency ratings. Percentages compared to conventional top-load washers.
5. Compared to pre-2004 conventional washer; based on 10 year life.