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## Whirlpool Corporation, NAHB Celebrate Industry Milestones

LAS VEGAS (Las Vegas Convention Center, #C5843) (Jan. 20, 2009) – At this year’s International Builders’ Show (IBS), Whirlpool Corporation and the National Association of Homebuilder’s (NAHB) celebrate a strong, building–industry partnership. For nearly six decades, Whirlpool Corporation has contributed significantly to the NAHB’s programs, initiatives and shows, including:

- Since the partnership started 57 years ago, Whirlpool Corporation has been a constant presence at the NAHB’s annual exhibition, IBS.
- Forty–four years after Whirlpool Corporation helped to establish the National Council of the Housing Industry (NCHI), a committee of the NAHB, it remains an integral focus of the company’s activity. The NCHI gives building suppliers and service providers credibility within the industry.
- For the past 40 years, Whirlpool Corporation has sponsored the annual Women’s Council leadership reception, formerly referred to as the “Parade of Presidents.” The Women’s Council represents owners, marketing experts, interior designers and mortgage brokers of the building industry.
- This year marks Whirlpool Corporation’s 26<sup>th</sup> year of involvement with the NAHB’s The New American Home (TNAH). In 2009, TNAH will feature the latest green building technology, hottest trends in outdoor living and the most up–to–date building techniques, and will showcase *Gladiator*, *KitchenAid* and *Whirlpool* appliances.

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- Whirlpool Corporation continues to provide top-level sponsorships to the NAHB's Sales and Marketing Council, Multifamily Division and 50+ Council. Additionally, for the past decade, Whirlpool Corporation has been the leading sponsor of the NAHB National Green Building Conference.

“Whirlpool Corporation has been a very good friend of ours for nearly six decades,” said Sandy Dunn, Chairman of the Board of the NAHB and a home builder from Point Pleasant, W. Va. “They have been a constant presence at our annual exhibition for 57 years, and have also provided significant support to NAHB Councils, programs, shows and other initiatives. We’re looking forward to many more years of partnership.”

“Whirlpool Corporation’s history with the NAHB reflects our dedication to serve and maintain the building industry’s staying power,” said Tom Halford, general manager of contract sales and marketing at Whirlpool Corporation. “We look forward to partnering with the NAHB on future events.”

### **About Whirlpool Corporation**

Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. The company’s The Inside Advantage™ Program offers Powerful Brands, Innovative Products, Targeted Services and Consumer Insight to support building professionals.

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. For more information on Whirlpool Corporation and its offerings for building professionals, visit [insideadvantage.com](http://insideadvantage.com) or call 800-253-3977.

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