



FACT SHEET: Affresh® Washer Cleaning Kit from Whirlpool Corporation

What?

In an effort to combat odor-causing residue that can accumulate in all brands of high-efficiency (HE) and traditional top-load washing machines, Whirlpool Corporation (NYSE: WHR), the industry leader in laundry, developed the affresh® washer cleaning kit, an effective package of products that help clean and prevent residue build-up. The kit combines commonly used cleaning agents with special ingredients that, when used as part of a normal maintenance program, can help prevent the formation of residue that can build up on the surfaces of HE washing machines under certain conditions. One kit includes three Power Puck™ tablets and six Grit Grabber™ cloths. As the leader that introduced large-capacity, front-load laundry to the United States, Whirlpool is the pioneer for this new washer cleaning technology that is changing the industry. Also available is the affresh® washer cleaner pouch, which contains three tablets and is specifically designed for both traditional top-load and front-load machines.

Why?

Due to the efficient design of HE machines, there is an increased potential for the build-up of odor-causing residue if the machine is not properly maintained. To deliver HE benefits, HE washers use less water and seal more tightly than older, less-efficient machines. With the affresh® washer cleaning kit, consumers have even more cleaning power to help resolve or prevent the build-up of odor-causing residue.

All brands of washers, both HE and traditional, have the potential for odor-causing residue build-up if not properly cleaned on a regular basis. To ensure maximum performance, Whirlpool recommends a monthly maintenance and cleaning routine detailed in the product's Use & Care Guide. Power Puck™ tablets and Grit Grabber™ cloths can be part of this regular maintenance to help prevent odor-causing residue build up and keep the washer operating at peak efficiency.

How?

The affresh® washer cleaning kit, specifically designed for HE washing machines, helps remove and prevent odor-causing residue build-up that can accumulate in all brands and configurations. The oxygenated bubbling action of the Power Puck™ tablet penetrates and dissolves unseen residue in areas that cannot be reached like behind the washer drum, while the specially formulated Grit Grabber™ cloths clean within reach by breaking up residue around the rubber door seal and detergent dispenser, locking it into the cloth. Combined these powerful tools provide a more effective cleaning option than bleach alone.

If used once a month, the affresh® washer cleaning kit can help prevent odor-causing residue from accumulating. Heavily soiled washers may require repeated treatments to remove traces of odor and residue. In this case, Whirlpool recommends running three successive washer cleaning cycles with one affresh® tablet in each.

Availability:

Retailers nationwide including Sears, Best Buy, Lowe's, Kroger and Food Lion, as well as supermarkets and www.affresh.com. The Affresh® tablets are available via a subscription through the Web site to make washer maintenance a snap.

MSRP:

\$10.99 for a kit containing three Power Puck™ tablets and six Grit Grabber™ cloths, packaged in a reusable plastic container.

Web site:

www.affresh.com

About Whirlpool Corporation :

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2008, 70,000 employees, and 67 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Consul*, *Bauknecht* and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.