



FACT SHEET: Affresh® Washer Cleaner from Whirlpool Corporation

What?

In an effort to combat odor-causing residue that can accumulate in high-efficiency (HE) washing machines, Whirlpool Corporation (NYSE: WHR), the industry leader in laundry, developed Affresh® tablets, a simple, yet effective product to help clean and prevent residue build-up. 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.

Why?

Due to the efficient design of HE machines, odor has a higher potential for build-up. To deliver HE benefits, HE washers use less water and seal more tightly than older, less-efficient machines, increasing the potential for the build-up of odor-causing residue. With Affresh® tablets, 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.

How?

Affresh® tablets, specifically designed for HE washing machines, help remove and prevent odor-causing residue build-up that can accumulate in all brands and configurations. The oxygenated bubbling action of Affresh® washer cleaner penetrates and dissolves unseen residue, providing a more effective cleaning option than bleach alone.

If used once a month, Affresh® washer cleaner prevents odor-causing residues 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 an Affresh® tablet in each.

Availability:

Retailers nationwide including Kroger's, Food Lion, Sears, Best Buy and Lowe's, and www.affresh.com. The Affresh® tablets are available via a subscription through the Web site to help consumers save time and money.

MSRP:

\$6.99 for a package of three tablets

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>.