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JUMP START THE NEW YEAR WITH JANUARY “CHANGE YOUR REFRIGERATOR WATER FILTER” MONTH

Whirlpool Corporation Reminds Consumers to Make a Resolution to Change Filters Every Six Months

BENTON HARBOR, Mich., Jan. 11, 2010 – As many consumers rang in 2010, resolutions were made to start the year off on the right foot – whether to live better or keep on top of household chores. [Whirlpool](#) encourages consumers to make a resolution to change the water filter in their refrigerators every six months to ensure clean drinking water. Established in July 2009, Whirlpool continues this educational initiative by declaring January “Change Your Refrigerator Water Filter” month.

Drinking filtered water from the refrigerator is good for the family, the environment and the wallet. Consumers can drink with confidence knowing that their refrigerator water filter serves as a last line of defense against unseen contaminants such as lead and mercury. It is important to note that these contaminants and other filtered substances are not present in all users’ water.

“There’s no better time than the New Year to get in the habit of changing refrigerator water filters to achieve the best results,” said Rick Andrew, operations manager for the Drinking Water Treatment Units program at NSF International, a national leader in public health, safety, and protection of the environment. “Changing Whirlpool water filters every six months helps ensure proper and consistent performance including effective contaminant reduction, which in turn more effectively provides you and your family with fresh water.”

A refrigerator system that uses two water filters per year can filter the equivalent of 3,000 bottles of water, saving more than \$600 a year versus purchasing a leading brand of bottled water.* Despite the cost savings, many consumers are not aware that it is necessary to change the refrigerator water filter every six months to help reduce potential contaminants and ensure an uninterrupted supply of fresh filtered drinking water into the home. To make changing the filter quick and easy, many refrigerators have an easy-access system, located conveniently at the bottom in the grille or just inside the refrigerator, in the back near the refrigerator’s ceiling.

“It’s our mission to educate consumers on how to achieve clean drinking water in their homes,” said Carlos Zuniga, category manager, Whirlpool water filtration. “If consumers heeded our initial call last July, this month serves as a perfect reminder to change the refrigerator water filter and start the year off right.”

In honor of Change Your Refrigerator Water Filter month, Whirlpool will make a donation to [Summit on the Summit](#) in support of PuR®, which is working to raise awareness for clean drinking water. Beginning Jan. 7, 2010, clean water supporters started to climb Mt. Kilimanjaro to raise awareness for the three billion people worldwide who do not have access to clean

drinking water. Whirlpool will show its support by sponsoring 31 feet of the climb – one foot for every day of the month of January.

Whirlpool Corporation also provides an automatic water filter replacement program that sends filters right to consumers' homes, with no cost for shipping. From now until Jan. 31, 2010, consumers can use promo code 5CYWFM5 for an additional \$5 off each replacement shipment they receive as a subscriber to the program. For more information on replacing the filter in any Whirlpool portfolio product, visit <http://www.whirlpool.com/everysixmonths>.

*Based on two 6-month 200 gallon filters.

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>.

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