

FOR IMMEDIATE RELEASE



PRESS CONTACT:  
WHITNEY DEAN  
MILLER BROOKS  
317.873.8100  
WHITNEY@MILLERBROOKS.COM

FOR IMMEDIATE RELEASE

## Whirlpool Corporation Invites Builders to Help Their Businesses and Community with Habitat for Humanity®

LAS VEGAS (Las Vegas Convention Center, #C3543) (Jan. 19, 2010) – During the International Builders' Show®, Whirlpool Corporation is inviting builders to its booth to learn how they can help their businesses and communities through Habitat for Humanity®. Experts from Habitat for Humanity® and Whirlpool Corporation are available at the show to answer questions builders may have about becoming involved with Habitat.

“Participating in Habitat for Humanity allows builders to connect with their community while doing what they do best,” said Deborah Ramirez, manager of corporate commitments at Whirlpool Corporation. “By aligning community service efforts with their line of work, builders and their communities experience a multitude of benefits.”

In addition to being a direct outlet for builders to give back to the communities in which they work and live, Habitat helps builders strengthen their team and partner with subcontractors and other trade partners. Plus, through product donations of excess materials, builders can experience tax advantages and save on other expenses associated with storing or discarding unused materials – not to mention avoiding the creation of unneeded landfill waste.

“Most importantly, Habitat allows builders to see firsthand how their skills, time and efforts directly make a positive impact on a family’s life,” said Ramirez.

- more -

[insideadvantage.com](http://insideadvantage.com) • 2000 M-63 NORTH • BENTON HARBOR, MI 49022



Whirlpool Corporation's support of Habitat for Humanity® International began in 1999 with the donation of a range and an ENERGY STAR® qualified refrigerator to every Habitat for Humanity home built in North America through a five-year, \$25 million commitment to the organization. In 2005, Whirlpool Corporation expanded the commitment by announcing plans to support every Habitat home built globally by 2011, either through product donations, cash, volunteering or home sponsorship.

To date, Whirlpool Corporation has donated more than 90,000 appliances globally through its involvement in Habitat for Humanity, and the value of the commitment has reached nearly \$50 million. Additionally, 5,500 employees from the company have volunteered their time to Habitat. These numbers continue to grow, demonstrating the company's commitment and desire to make a difference in the world in which it does business.

### **About Whirlpool Corporation**

Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. The Inside Advantage™ is designed to meet the needs of Whirlpool Corporation's building community customers. More than a program, The Inside Advantage™ provides trade customers with the strength of Powerful Brands, Innovative Products, Market Insight and Targeted Services, all from one company.

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. For more information on Whirlpool Corporation and its offerings for building professionals, please visit [insideadvantage.com](http://insideadvantage.com) or call 1-800-952-2537.

# # #

---

[insideadvantage.com](http://insideadvantage.com) • 2000 M-63 NORTH • BENTON HARBOR, MI 49022

