

## **FOR IMMEDIATE RELEASE**

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### **WHIRLPOOL BRAND PUTS CAPACITY ON TOP WITH LAUNCH OF NEW CABRIO® LAUNDRY PAIR**

*Laundry Leader Brings Largest Capacity to Market in ENERGY STAR® qualified Washer*

**LAS VEGAS, Jan. 20, 2010** — Historically, consumers have preferred the look and feel of top-load laundry in their homes, and recent advances have improved both capacity and efficiency. With the launch of the newest Cabrio® high efficiency (HE) top-load washer and dryer, laundry leader Whirlpool brand introduces the largest washer capacity on the market – 5.2 cu. ft. Along with the industry first Eco Monitor, the new Cabrio® washer utilizes the H<sub>2</sub>Low™ wash system – a low water wash system that uses less water per load, yet delivers better cleaning performance and is more gentle than a traditional top-load washing machine.

“Whirlpool Corporation research shows that nearly three-quarters of American households continue to prefer top load laundry,” said Brandon Buckingham, senior marketing manager, Whirlpool brand laundry. “Driven by consumer insights, we continue to develop innovative features for this configuration that can not only improve laundry performance but save money and energy. The new Cabrio® laundry pair certainly delivers on all fronts.”

Outstanding fabric care performance doesn't mean compromising energy and water savings. The ENERGY STAR® qualified Cabrio® pair exceeds current CEE Tier III specifications and is expected to meet 2011 Tier III requirements. The CEE tier system is based on the Consortium for Energy Efficiency qualified product listings. The Cabrio® HE washers with the H<sub>2</sub>Low wash system use 75 percent less water and 65 percent less energy, saving up to more than \$900 in lifetime water and energy costs.\*

Additionally, both the Cabrio® HE washer and dryer include an Eco Monitor that provides consumers with an instant rating – from good to best – describing how eco-friendly their cycle choices are based on cycle selection. The washer's EcoBoost™ option further enhances resource efficiency by adjusting water temperatures and mechanical energy to thoroughly clean in the most efficient way. The dryer also includes an Eco Normal Cycle, which uses less energy than a conventional dryer's normal cycle when paired with a Cabrio® washer.

The Cabrio® HE washer (WTW7800X) will be available in lunar silver, black and white with an MSRP starting at \$999 this spring. The Cabrio steam dryer (electric WED7800X or gas WGD7800X) will be available in the same colors with an MSRP starting at \$999 this spring.

For more information on Whirlpool brand laundry, visit [www.whirlpool.com](http://www.whirlpool.com).

#### **About Whirlpool Brand**

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. Whirlpool brand recognizes that consumers lead busy, active lives and continues to create solutions that help consumers optimize productivity and efficiency in the home. In addition to designing appliance solutions

*\*When compared to pre-2004 conventional washers, based on a 10-year life.*

based on consumer insight, Whirlpool brand is dedicated to creating ENERGY STAR® qualified appliances like the new Duet® washer which uses 74 percent less water and 80 percent less energy than a traditional top load washer manufactured before 2004. When used with the washer, the new Duet® Resource Saver® dryer improves dryer energy usage by 40 percent as compared to traditional top-load laundry pairs, average size load. Whirlpool is one of Habitat for Humanity's largest corporate partners, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool brand, please visit [www.whirlpool.com](http://www.whirlpool.com). Additional information about the company can be found at [www.whirlpoolcorp.com](http://www.whirlpoolcorp.com).

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