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WHIRLPOOL BRAND EXPANDS DUET® LAUNDRY FAMILY WITH ECO-FRIENDLY MODELS FOR EVERY CONSUMER LIFESTYLE

Laundry Leader Offers Flexibility, Efficiency with Duet 9050

LAS VEGAS, Jan. 19, 2010 — When it comes to the Whirlpool brand Duet® laundry family, consumers have come to expect two values: resource-efficient design and superior capacity. However, the latest washer and dryer models now offer a variety of innovative features that fit a wide range of consumer needs – and more importantly, budgets – allowing consumers even greater flexibility and choice when choosing a laundry pair for their home.

According to a 2009 Whirlpool Corporation survey conducted in conjunction with Harris Interactive, more than two thirds of respondents indicated they do their best to be ‘green’ to the extent it fits their lifestyle and finances. With a price tag starting at less than \$600 MSRP, the Duet® 9050 offers advanced energy and water savings, yet fits a smaller family budget.

“Whirlpool brand is focused on offering consumers a wide range of laundry options which fit any lifestyle, yet consistently provide the energy and water savings they have come to expect,” said Brandon Buckingham, senior brand manager, Whirlpool laundry. “Whether they are seeking the flexibility to run a wash at night and avoid peak energy costs – or the need for a fast cycle during the day - a model in the Duet® family will fit the bill.”

High-efficiency Duet® washers garner one of the most efficient energy ratings available – CEE Tier III – meaning the machine features advanced water and energy savings for the consumer, more than \$1,000 in lifetime water and energy costs (when compared to a pre-2004 conventional washer, based on a 10-year life cycle).

In addition, the Duet® 9050 dryer offers an AccuDry™ cycle that uses 10 percent less energy than a conventional dryer's normal cycle when paired with a Duet® washer.*

Across the Duet® line, Whirlpool brand offers smart, innovative features which meet consumer's laundry needs and increase efficiency in the laundry room.

The FanFresh™ option, available on the Duet® 9750, intermittently tumbles clothes in the wash drum for up to 10 hours after the cycle ends. Meanwhile, a quiet fan draws out moisture through a vent to help keep clothes smelling clean and prevent wrinkles from setting in. Additionally, the industry-first NightQuiet™ option, also available on the Duet® 9550, further reduces operational sound and is great for those whose laundry rooms are close to living areas or bedrooms.

For consumers interested in a different option, the TumbleFresh™ cycle on the Duet® 9550, Duet® 9150 and Duet® 9250 tumbles clean clothes periodically for up to six hours after the cycle ends, reducing wrinkles and sour smells. If you have a need for speed and efficiency though, the Duet® washer features the industry's fastest wash time and can handle a load in just 17 minutes. Moreover, the Delay Wash setting can be used to set the washer to begin up to 18 hours later, perfect for timing during off-peak hours when utility rates may be lower or when unloading the washer is more convenient.

The Whirlpool® Duet® 9050 washer (WFW9050) will be available in white with an MSRP starting at \$599, and the Whirlpool Duet® 9050 dryer (electric WED9050W or gas WGD9050W), also in white, will be available with an MSRP of \$599 later this year.

The Whirlpool® Duet® steam washer with the FanFresh™ option (WFW9750W) is now available in White, Cranberry and Lunar Silver with an MSRP starting at \$1,399 and the Whirlpool® Duet® steam dryer (electric WED9750W or gas WGD9750W) is now available in the same colors with an MSRP starting at \$1,399.

The Duet® steam washer with TumbleFresh™ (WFW9150) and Whirlpool® Duet® dryer (electric WED9150W or gas WGD9150W) are now available in white with an MSRP of \$749 for each.

The Duet® steam washer with TumbleFresh™ (WFW9250) and Whirlpool® Duet® dryer (electric WED9250W or gas WGD9250W) are now available in white, lunar silver and cranberry with an MSRP starting at \$949 each.

The Duet® steam washer with TumbleFresh™ (WFW9550) and Whirlpool® Duet® dryer (electric WED9550W or gas WGD9550W) are now available in white, lunar silver and cranberry with an MSRP starting at \$1,299 each.

Visit www.whirlpool.com for more information.

** Electric dryer only*

Methodology

This survey was conducted online within the United States by Harris Interactive via its QuickQuerySM online omnibus service on behalf of Whirlpool Corporation between November 19 and 23, 2009, among 2,042 U.S. adults aged 18 years and older. Results were weighted as needed for region, age within gender, education, household income and race/ethnicity. Propensity score weighting was also used to adjust for respondents' propensity to be online. No estimates of theoretical sampling error can be calculated; a full methodology is available.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the U.S. adult population. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

About Whirlpool Brand

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion, 70,000 employees, and 68 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 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. Additional information about the company can be found at www.whirlpoolcorp.com.

About Harris Interactive

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