

## **FOR IMMEDIATE RELEASE**

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### **Whirlpool Brand Helps Consumers Cook and Clean Efficiently Throughout the Kitchen** *Latest Kitchen Innovations Fulfill Consumer Needs*

**LAS VEGAS, Jan. 20, 2010** — More than 80 percent of consumers cook for their guests when entertaining, according to a November online survey conducted for Whirlpool Corporation by Harris Interactive®, but many still struggle to reduce time, energy and the overall mess in the kitchen. Seeking to help consumers better manage their kitchens, Whirlpool brand introduces a variety of kitchen appliances to increase efficiency from preparation to clean-up.

“Whether consumers are entertaining a large group of friends or just trying to get dinner on the table after work, there are a variety of steps from preparation to clean up that can waste time,” said Monica Teague, senior manager, PR Mass Brands, Whirlpool Corporation. “Whirlpool brand continues to introduce a variety of kitchen innovations which can help increase efficiency, such as the ability to cook and clean more at once, all while saving more energy than ever before.”

Among adults that cook, nearly half indicated they would like to reduce the mess in the kitchen and the time spent preparing and cooking food; while nearly a third prefer to decrease energy use in the kitchen. With the introduction of the new Whirlpool® Resource Saver™ double oven range, Whirlpool® side-by-side refrigerator with MicroEtch™ spill control shelves, Whirlpool Gold® Glass Wall-Mount Canopy Hoods and Whirlpool® tall tub dishwashers, the brand is meeting both these consumer needs.

#### **Innovative Spill Control**

With industry-exclusive MicroEtch™ Spill Control Shelves, the latest Whirlpool brand side-by-side refrigerator helps prevent leaks and makes it easier to clean the refrigerator than ever before. The MicroEtch™ technology also eliminates the frames around each shelf to create wall-to-wall storage, offering 25 percent more usable shelf space than our previous shelf design – holding 11 more cans of soda than previous models.

In addition to the shelf space, Whirlpool brand’s new Resource Saver side-by-side refrigerator offers 30 percent more freezer space (compared to Whirlpool Model WSF26D4EX with a conventional ice maker).

#### **Time and Energy Efficient Cooking**

The Whirlpool brand Resource Saver™ double oven range is the brand’s most resource efficient model – and easiest to clean – to date. The upper oven uses 50 percent less energy than a full size freestanding range, while the Energy Save Mode saves 290 percent energy over a 24 hour period if the range is not activated.

To help consumers save time, the upper oven preheats to 350 degrees in just half the time (compared to 5.6 cu ft. full-size ranges), while TimeSavor™ Plus true convection feature roasts in 30 percent less time than traditional thermal bake ovens. Additionally, with the SteamClean option, consumers simply need to add water to loosen residue in the oven, spot cleaning the range in as little as 20 minutes compared to the traditional self-clean cycles that can take hours.

## Increased Cleaning Capacity

During clean-up, consumers can now wash more items than ever before; as Whirlpool brand dishwashers now feature the tallest tub available in its class.\* With an additional three inches of interior space compared to Whirlpool's previous models, consumers can now fit taller items like cookie sheets and pots on the lower rack, or plates and sports bottles on the upper rack. Overall, Whirlpool brand dishwashers can fit up to 12 place settings.

Even with increased capacity, consumers can continue to save time and energy. The eco cycle is the brand's most efficient cycle available on Whirlpool models \$399 and below, helping to save money on utility bills. Moreover, the one-hour wash cycle cleans a load in nearly half the time of a normal cycle.

## Range of Styles

While cooking, consumers can help eliminate steam and odors with a variety of Whirlpool brand glass canopy range hoods. Available in 30 and 36 inches for the wall or island, the glass infuses the kitchen with a unique, sophisticated style, offering an alternative to traditional steel canopies. Cooks can adjust between three speeds to match their cooking habits in the kitchen, while dishwasher-safe filters trap grease with ease.

- The Whirlpool brand side-by-side refrigerator with MicroEtch™ Spill Control Shelves (models # WSF26D4EX, GSF26C4EX, & GSS26C4XX) will be available later in 2010 with an MSRP starting at \$1199.
- The Whirlpool brand Resource Saver™ double oven range (model # GGE390LX) will be available this summer with an MSRP starting at \$1,099.
- The Whirlpool brand tall tub dishwashers with eco cycle (model # DU1030XTX) will be available this spring with an MSRP starting at \$399.
- Whirlpool brand glass canopy range hoods (model # GXI6536DX, GXW6530DX and GXW6536DX) will be available this spring with an MSRP starting at \$499.

**Whirlpool Corporation Brand Portfolio @ IBS  
Las Vegas Convention Center, Booth # C3543**

**January 19-22**

**Learn more @ [www.whirlpoolcorp.com](http://www.whirlpoolcorp.com)**

*\*Among leading dishwasher brands MSRP \$399 and below.*

## Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of Whirlpool Corporation from November 20-23, 2009 among 2,089 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact [media@whirlpool.com](mailto:media@whirlpool.com).

## About Whirlpool Brand

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$19 billion in 2008, more than 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 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).