

## **FOR IMMEDIATE RELEASE**

**Contact:** Whirlpool Corporation Media Hotline  
269.923.7405  
[Media@whirlpool.com](mailto:Media@whirlpool.com)

Alyson Buck  
Peppercom for Whirlpool Corp.  
212.931.6122  
[abuck@peppercom.com](mailto:abuck@peppercom.com)

## **WHIRLPOOL CORPORATION UNVEILS NEXT-GEN APPLIANCE ADVANCEMENTS AT 2010 INTERNATIONAL BUILDERS' SHOW**

*Global Appliance Leader Showcases Latest in Efficiency, Technology and Design*

**LAS VEGAS, Jan. 19, 2010** – Ever on the forefront of home appliances, [Whirlpool Corporation](#) (NYSE: WHR) is bringing truly next-gen products to the 2010 International Builders' Show. The company, which is on the leading edge when it comes to innovation and efficiency driven by consumer insights, will showcase the latest from its family of brands including a look at smart grid technology alongside unique, interactive demonstrations.

Whirlpool Corporation's dedication to listening to its consumers and focus on meaningful innovation is evidenced by the fact that, combined with Whirlpool and KitchenAid brands, its portfolio is preferred by more than half of American consumers. According to a November online study by Harris Interactive® commissioned by the company, more than two-thirds of adults indicated they do their best to be 'green' to the extent it fits their lifestyle and finances. Last December, a similar Harris online survey showed that nearly three quarters actively look for the ENERGY STAR® label when making purchasing decisions. With that in mind, Whirlpool Corporation's unmatched portfolio offers more ENERGY STAR qualified appliances than any other manufacturer under the Whirlpool, KitchenAid, Maytag, Jenn-Air, Amana and Gladiator brands.

"We are proud to have a family of brands and products that reflect our commitment to listening to consumers and providing solutions to their everyday needs across all price points and styles," said Marc Bitzer, president, Whirlpool North America. "In 2010, Whirlpool Corporation will again change the game with resource efficient, intuitive and design-forward product innovations both in the kitchen and the laundry room."

### **The Smart, Connected Home**

By the end of 2011, Whirlpool Corporation has committed to producing one million smart grid-compatible clothes dryers. By 2015, the company will make all of its electronically controlled appliances capable (globally) of receiving and responding to signals from smart grids. Connected homes will help shift the nation's "peak" energy use, offering vast possibilities in overall energy management and savings. With Whirlpool Corporation's smart appliances, consumers can easily shift energy consumption to off-peak times – saving money and benefitting the environment – without noticing much, if any, change in the way they interact with their appliances.

### **Innovation in the Kitchen**

[Whirlpool brand](#) is delivering functional innovations for the home cook based on consumer insights. The company's recent survey revealed that among adults that cook, over half indicated they would like to reduce the mess in the kitchen and 44% said they would like to reduce 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® side-by-side refrigerator with MicroEtch™ spill control the brand is meeting consumer needs.

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, providing 25 percent more usable shelf space than our previous shelf design – holding 11 more cans of soda than previous models.

### **Precise Performance**

The latest [Jenn-Air](#) appliance collection raises the standards of performance in the premium appliance market. High performance wall ovens feature an advanced 7-inch full color touch-anywhere LCD display, the industry's first no preheat mode and the most powerful convection elements on the market. Downdraft cooktops, available in a unique duct-free configuration, offer the industry's best and quietest ventilation and allow high-rise dwellers and others who are unable to vent outside to take advantage of the performance and versatility of downdraft ventilation technology. A fully-integrated flush built-in refrigerator collection marries seamless design with thoughtful functionality with the industry's only 42-inch French door bottom-freezer model boasting the widest interior space available in any flush refrigerator currently on the market. The re-engineered line of Jenn-Air® dishwashers is the quietest the brand has ever offered and features the TriFecta™ Wash System, delivering outstanding wash performance with reduced water and energy consumption. Features on the new dishwashers include a Plate Warmer Cycle; SteamClean Option; One-hour Wash; and an exclusive Top Rack Only wash option.

### **Quality You Can Feel**

Ninety years after introducing the iconic stand mixer in 1919 and first dishwasher in 1949, [KitchenAid](#) now offers the broadest selection of premium kitchen products of any brand. A new induction cooktop will join a full range of cooking products that already includes unique full-size ovens with convection with steam-assist technology, powerful cooktops and ranges offering 20,000 BTU Ultra Power™ Dual Flame Burners, and a full collection of outdoor entertaining appliances from high performance grills to outdoor refrigerators. New full-depth French Door Bottom Freezer refrigerators feature roomier interiors with extra-deep shelves. A color LCD screen with a USB port allows for transferring data like photos while a unit conversion table and ingredient substitution table provides cooks helpful guidance. The latest KitchenAid dishwasher collection, the brand's quietest, includes models that offer 25 percent better results\* and some models exceed minimum federal energy standards by up to 61 percent, making them eligible for energy rebates in select states.

### **Durability and Performance**

The [Maytag](#) brand, which joined the Whirlpool Corporation family four years ago, has a long-standing reputation for durability and performance, offering consumers a trusted name in home appliances. A survey by Whirlpool Corporation found 60 percent of consumers who use front-load washers are most concerned with controlling odors – especially in laundry that is left in the washer too long. Recognizing this consumer need, Maytag® created the Performance Series front-load washer with the Fresh Hold™ option. It solves this problem with Dynamic Venting Technology™ which starts after the wash cycle is complete, combining intermittent tumbling action with air circulation from a quiet – yet powerful – fan in the rear of the washer to reduce moisture in the load. With this technology, consumers can delay drying for up to 10 hours as clothes actually begin to dry while still in the washer. The extraction of moisture while in the washer helps increase the life of the dryer to 11.5 percent\* and saves energy by decreasing drying time.

*\* Combined wash and dry results of the highest MSRP models of leading premium brand dishwashers without heated dry.*

### **Accessible Style & Functionality**

Building on the brand's heritage, [Amana](#) will take to the show floor with innovations that prove function and style are accessible to anyone. Highlights include a new, entry-level priced laundry pair that is not only great for small spaces (it's stackable!) but eco-friendly as well.

### **Commanding Clutter**

As lifestyles change, so should your garage and research has shown that homeowners struggle with garage organization no matter where they are in life. At this year's International Builders' Show (IBS), [Gladiator® GarageWorks](#) will show consumers how to customize garage organization to fit lifestyle needs whether you are a first time homeowner, a growing family or an empty nester.

### **Whirlpool Corporation Brand Portfolio @ IBS**

Las Vegas Convention Center, Booth # C3543

January 19-22

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

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### **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>.

### **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).

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