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SURVEY UNCOVERS WHAT CONSUMERS REALLY THINK ABOUT BEING GREEN

LAS VEGAS, Jan. 20, 2010 – According to a recent online survey by [Whirlpool Corporation](#) (NYSE: WHR), the majority of consumers (68 percent) want to live “green” but only if it is convenient to their lifestyle. The study, conducted on its behalf by Harris Interactive[®], found that while finances are top of mind and consumers are still on the hunt for a good bargain, many are unwilling to compromise; searching until they find the right product at the right price.

Overall, the survey demonstrates that consumers are becoming more and more savvy about how best to spend – and save – their hard-earned money. In fact, more than half of adults (59%) said they would rather spend more money now to save energy (and money) later when it came to home appliances. With that in mind, Whirlpool Corporation continues to lead the industry when it comes to efficiency, offering more than 300 ENERGY STAR[®] qualified appliances, more than any other manufacturer.

“As consumers begin to adopt a greener lifestyle, and the concept moves from trend to norm, we wanted to see if the collective mindset was shifting,” said Monica Teague, senior manager brand business teams, Whirlpool Corporation. “We also know that people are still watching their wallets. What we discovered is that consumers want the easiest path toward efficiency and cost-savings, and will not compromise until they find it.”

A previous online survey of 2,042 U.S. adults ages 18 and over conducted by Harris Interactive between December 29-31, 2008 and on behalf of Whirlpool Corporation found that there were several gaps – be they marital, gender or generational – in terms of high-efficiency awareness with regards to laundry-appliances¹. The 2008 survey found that the majority (84%) of consumers’ rate energy efficiency (as opposed to water or time) as the most important efficiency feature, however this year’s survey revealed that, at the same time, one-fifth of all adults are willing to sacrifice certain features or eco-efficiency to get a more affordable price.

Sixty-eight percent of adults said they do their best to be green to the extent that it fits into their lifestyles *and* their finances. Fortunately, Whirlpool Corporation offers some of the most water and energy efficient products on the market, in the kitchen and the laundry room and across all price points.

The survey also found that the majority of adults (68 percent) said they will search until they find the product they are looking for at the right price. Opinions varied by region with those from the South indicating that they will search until they find the product they are looking for at the right price (77%), while Midwesterners indicated that they will buy what is on sale (25%).

And, no surprise here, men and women had different opinions. More women (71 percent), as opposed to men (65 percent), are willing to search until they find the product they are looking for at the right price. Interestingly, 35-44 year-old men are more willing than women to sacrifice certain features and/or eco-efficiency to spend less (24% vs. 21% respectively).

¹ This finding is based on 61% of married adults, 51% of single/never married adults, 64% of divorced/widowed/separated adults, 61% of males, 57% of females, 56% of adults ages 18-34, 63% of adults ages 35-44, 61% of adults ages 45-54, and 59% of adults age 55+ who answered “Yes” when asked if they knew what high-efficiency in regards to laundry appliances means.

This survey was conducted online within the United States by Harris Interactive on behalf of Whirlpool Corporation from November 20-24, 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.

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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>.