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**WHIRLPOOL BRAND SCIENTISTS GO HI-TECH  
HELPING CONSUMERS SORT OUT AGE OLD CHORE**

*Whirlpool Institute of Fabric Science Relaunches Web Site as  
Ultimate Resource in All Things Laundry*

**BENTON HARBOR, Mich., September 10, 2007-** Whirlpool brand's Institute of Fabric Science (WIFS) has entered the re-launch cycle, now the freshest laundry resource for millions of customers worldwide. The recently transformed WIFS Web site utilizes the expertise of fabric professionals to tackle the various laundry-related inquiries that Whirlpool receives from consumers.

The revamped Web site ([www.instituteoffabricscience.com](http://www.instituteoffabricscience.com)) operates as an informational hub for the many people who struggle daily with fabric care dilemmas. With built-in customer service, expert advice, consumer lifestyle stories, statistics, and more, the site makes laundry easier and less like a chore.

“Consumers continue to clamor for help with laundry, from stain removal to fabric care tips. Whirlpool can attest to this, receiving an average of about 27,000 phone calls and 1,200 emails each month with laundry questions,” said WIFS Home Economist Mary Zeitler. “WIFS is the place that consumers can turn to, 24/7, to have their questions answered by skilled and knowledgeable experts.”

One highlight of the consumer site is the “Laundry 101” component. This section covers many aspects of fabric care and allows customers to browse the top fabric care tips, laundry myths and other useful hints from the WIFS team. “Laundry 101” also offers suggestions on pre-sorting and managing load size, how to treat stains on varying fabrics and insight into how to interpret care labels.

Another section, titled, “The Laundry Room,” offers the following features:

- A “Perfect Match” selector tool that helps consumers determine which products are right for them.
- Links to laundry room design sites.
- Information on the entire Whirlpool brand laundry suite, including laundry solutions such as the Fabric Freshener and Laundry 123™ worksurfaces, pedestals and towers.

WIFS offers monthly energy efficiency tips and “green laundry” suggestions on its homepage to show consumers just how simple it can be to save energy and water. Other frequent updates include a featured WIFS expert and commonly asked consumer questions.

“The Web site will give us the opportunity to listen, respond and help make daily life a bit easier – all critical to what Whirlpool does,” said Pam Rogers, Director, Whirlpool Brand

Laundry Products. “The average consumer washes seven loads of laundry per week. Using the products that are right for your lifestyle can help you get more done.”

Behind the scenes, the WIFS laundry scientists dedicate themselves to providing the ultimate laundry solutions. These experts test 20 million pounds of textiles each year and monitor laundry in 80 field test sites gathering usage data. Their efforts helped drive the development of some of Whirlpool brand’s most revolutionary products such as the Duet HT® washer and the Duet® steam dryer.

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### **About WIFS**

Whirlpool created the Whirlpool Institute of Fabric Science in 2000 in response to consumer demand for expert advice, helping consumers make the most of their laundry systems and save money by teaching them the best possible ways to care for their clothes. Through constant feedback, the Institute has been able to pinpoint and address the most common laundry misconceptions and help consumers get more done with less effort. Additional information regarding WIFS can be found at [www.instituteoffabricscience.org](http://www.instituteoffabricscience.org).

### **About Whirlpool Brand**

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion, more than 73,000 employees. Recognizing that consumers are dedicated to caring for their families but lead busy, active lives, Whirlpool brand provides forward-thinking appliances to help consumers save time, manage space and produce results with less effort. In addition to providing appliance solutions that are designed based on consumer insight, Whirlpool brand is dedicated to creating ENERGY STAR qualified appliances like the Duet® HT washer, which uses up to 70 percent less water and 70 percent less energy (compared to a conventional washer manufactured before 2004, using the normal cycle). 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. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.