

## FOR IMMEDIATE RELEASE

**Contact:** Audrey Reed-Granger  
Whirlpool Corporation  
269.923.7557  
[Audrey\\_Reed-Granger@Whirlpool.com](mailto:Audrey_Reed-Granger@Whirlpool.com)

Melissa Vigue  
Peppercom for Whirlpool  
212.931.6165  
[mvigue@peppercom.com](mailto:mvigue@peppercom.com)

### WHIRLPOOL CORPORATION DEVELOPS BREAK-THROUGH HIGH-EFFICIENCY WASHER CLEANER, GIVING OWNERS A POWERFUL SOLUTION

*Designed Specifically for Washers, Affresh™ Tablets Effectively Remove Odor-Causing Residue and Clean Mold and Mildew Stains*

**BENTON HARBOR, Mich., September 26, 2007** – In an effort to combat odor-causing residue in high-efficiency (HE) washing machines, Whirlpool Corporation (NYSE: WHR), the industry leader in laundry, announces an innovative washer cleaner — Affresh™ tablets. Until now, some HE washing machine owners have attempted to clean mold and mildew stains with everything from bleach to vinegar with limited results.

Due to the efficient design of HE machines, mold and mildew stains have a higher potential for build-up in HE machines. Previously, no cleaning product provided a complete solution to effectively combat this problem. Affresh™ tablets, specifically designed for these washing machines, help remove and prevent odor-causing residue build-up in all brands. The oxygenated bubbling action of Affresh™ washer cleaner penetrates and dissolves unseen odor-causing residue, providing a more effective cleaning option than bleach alone.

“Since modern high-efficiency washers use less water and seal more tightly than older, less-efficient machines, these washers are more prone to residue build-up,” said Anthony Hardaway, microbiologist and lead fabric care engineer for Whirlpool Corporation. “To address this issue, Whirlpool pioneered the development of Affresh™ tablets, a simple, powerful and universal solution. As the leader that introduced large-capacity, front-load laundry to the United States, we believe this introduction will not only address the issue, but once again change the industry.”

All brands of HE washing machines have the potential for mold and mildew stains if not properly cleaned on a regular basis. To ensure maximum performance, appliance manufacturers recommend a monthly maintenance and cleaning routine. Many cleaning products currently on the market with ingredients such as bleach adequately maintain the washer, but results may vary and are not always consistent.

If used once a month, Affresh™ washer cleaner prevents odor-causing residues from accumulating. Heavily soiled washers may require repeated treatments to remove traces of odor and residue. In this case, Whirlpool recommends running three successive washer cleaning cycles with an Affresh™ tablet in each.

Affresh™ washer cleaner can be purchased at [www.affresh.com](http://www.affresh.com) beginning September 25, 2007. The product will be available at national retailers this fall with an MSRP of \$6.99 for a package of three tablets. From September 25 to December 31, 2007, Whirlpool will offer free shipping on all online Affresh™ brand orders. Additionally, the product will be available via a subscription through the Affresh brand Web site, helping consumers save time and money.

Visit [www.affresh.com](http://www.affresh.com) to learn more.

###

### **About Whirlpool Corporation**

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, and more than 70 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, 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>.