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**WHIRLPOOL BRAND'S centralpark™ CONNECTION
KEEPS MEMORIES FRESH RIGHT ON YOUR FRIDGE**
*Intuitive Interface with CEIVA Digital Photo Frame™ Launches at Best Buy
Offering Consumer Electronics Hub on the Refrigerator Door*

BENTON HARBOR, Mich., October 9, 2007 – In many homes, somewhere underneath the vacation pictures, art projects, calendars and shopping lists, is a refrigerator begging to be seen. The first generation Whirlpool brand centralpark™ connection allows consumers to flaunt the refrigerator and precious family photos with CEIVA®, the world's only connected digital photo frame.

Born from Whirlpool brand's innovation pipeline, the centralpark™ connection is the ultimate union of appliances and electronics; offering an aesthetically integrated solution to refrigerator clutter with a digital hub on the door. The centralpark™ connection with the CEIVA Digital Photo Frame, available at Best Buy locations nationwide, provides a place for consumers to display thousands of pictures without a single magnet.

“With the CEIVA Digital Photo Frame, consumers can have fresh pictures *and* food each day, while keeping the refrigerator door free of clutter,” said Mark Hamilton, director, centralpark™ system new business development. “The new centralpark™ connection plug-and-play platform is the ultimate choice for consumers who want devices integrated with appliances and the flexibility to use the refrigerator with or without them.”

With the life cycle of appliances being significantly longer than that of consumer electronics, Whirlpool brand's platform offers industry-first flexibility. The centralpark™ connection allows consumers to update their electronics at anytime so multiple devices can be used interchangeably. Consumers also may remove the devices for a more standard refrigerator façade. The plug-and-play platform on the refrigerator adds functionality for today's digital consumer while leaving the door open for the technologies of tomorrow.

“Our customers are looking for innovative and meaningful ways to utilize technology in the kitchen,” said Lisa Smith, vice president of appliances for Best Buy. “The centralpark™ connection is a great example of form and function coming together to solve a real need for the consumer.”

Photo frame functionality includes the ability to automatically receive pictures sent via a wireless connection, as well as from a camera phone, with a CEIVA PicturePlan™ subscription.

“Partnering with Whirlpool allows CEIVA to expand beyond the office and living room and into the most popular family meeting place, the kitchen,” said Dean Schiller, CEO of CEIVA Logic. “We feel privileged to help families share their keepsake moments.”

CEIVA Digital Photo Frame

CEIVA, Inc. is the inventor of the digital photo frame and provider of the world's first and only connected Digital Photo Frames™. Designed for the centralpark™ connection, the frame is wi-fi ready and features an 8" high-resolution LCD screen with a built-in card reader. With on-screen menus, the frame is easy to use and capable of automatically receiving photos sent by camera phone or through an online CEIVA account. The CEIVA digital picture frame is available at Best Buy with an MSRP of \$249.

Whirlpool Brand Refrigerator with centralpark™ Connection

The side-by-side refrigerator will be available in monochromatic stainless steel with the brand's most popular features. From Fast Fill water filtration to the In-Door-Ice® system, consumers can get more done *and* look good. Whirlpool brand's centralpark™ connection provides a plug-and-play platform for consumer electronic devices and retails with a MSRP of \$1,999 at Best Buy.

Whirlpool brand will announce additional consumer electronics partners, further integrating the familiar refrigerator into today's digital lifestyle. The CEIVA Digital Photo Frame and refrigerator are sold separately. To learn more visit www.whirlpool.com/centralpark.

About Whirlpool Brand Refrigeration

With annual sales of approximately \$18 billion and more than 73,000 employees, Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances. Whirlpool brand refrigeration strives to help make consumers more efficient and improve their productivity in the kitchen. The brand enables consumers to get more done with refrigeration features such as Fast Fill and Measured Fill technologies, which fill any size container twice as fast compared to previous dispensers and dispense water in measured amounts – cups, ounces, and liters – at the touch of a button. Recognizing that space is at a premium in many homes, Whirlpool brand refrigeration developed the In-Door-Ice® system, an ice maker installed on the inside of the freezer door to maximize storage on freezer shelves, while producing ice just as quickly as traditional ice makers. For additional information regarding Whirlpool brand refrigeration please visit <http://www.whirlpool.com>. Information about the company can be found at <http://www.whirlpoolcorp.com>.

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