

## **FOR IMMEDIATE RELEASE**

**Contact:** Audrey Reed-Granger  
Whirlpool Brand  
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® BRAND AND DREAM DINNERS EASE THE HOLIDAY HUSTLE WITH TIME-SAVING TIPS AND INNOVATIVE COOKING TOOLS**

*Naughty or Nice, Consumers Can Win  
Dream Kitchen Sweepstakes This Festive Season*

**BENTON HARBOR, Mich., November 6, 2007** – ‘Tis the season for shopping, preparing special meals and attending holiday events, and Whirlpool Brand Cooking knows your family is busier than ever. Whirlpool brand and Dream Dinners, the convenient meal assembly franchise, are working together to ease the holiday rush with helpful home hints and a dream kitchen sweepstakes.

From November 1 – December 31, 2007, Whirlpool brand and Dream Dinners invite consumers to register to win a Whirlpool Gold® suite of kitchen appliances or one of four Whirlpool Gold® Velos® SpeedCook ovens. The Velos oven can cook up to 47 percent faster than a traditional oven, getting the holiday turkey and all the fixins’ on the table in nearly half the time.

“Our research shows consumers are interested in easy clean-up, quick preparation and finding time to be with the family, especially around the holidays. This program helps them get closer to achieving these goals,” said Vikas Sharma, senior category manager, Whirlpool Brand Cooking. “Whirlpool brand and Dream Dinners understand these needs and together, offer simple solutions with time-saving appliances and convenient meal assembly sessions.”

In addition to spreading holiday cheer with a dream kitchen give-away, Whirlpool brand and Dream Dinners’ experts offer the following tips to ease the holiday hustle:

- **Chop, Chop:** Get the kids involved sorting chopped vegetables for appetizer platters, soups and stuffing. With your supervision, let them take the lead by peeling carrots or washing potatoes.
- **Baking Bonanza:** Bake several batches of sweet treats at once and freeze extras or give them to neighbors and co-workers as festive platters.
- **Pantry Raid:** There’s nothing worse than realizing you ran out of an ingredient halfway through meal preparation. Take recipes with you to the store to make sure you get everything on your list. Also, substitute stale bread for bread crumbs, applesauce for vegetable oil or graham crackers for pie crusts when in a pinch.

“Increasing productivity and getting families together at the dinner table is essential to Dream Dinners and Whirlpool brand,” said Stephanie Allen, co-founder of Dream Dinners. “With a little help, and maybe a brand new kitchen for 2008, these two brands will help families get it done together.”

Consumers can visit [www.whirlpool.com](http://www.whirlpool.com) or [www.dreamdinner.com](http://www.dreamdinner.com) for information on how to enter for a chance to win their dream kitchen.

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### **About Dream Dinners, Inc.**

Named “the grandmother” of fix-and-freeze businesses by *TIME* magazine, Dream Dinners is recognized as the originator of innovative and convenient dinner assembly stores. *Franchise Times* recently ranked Dream Dinners among the 2007 “Fast 55” fastest-growing new U.S. franchises. Since working mothers Stephanie Allen and Tina Kuna founded Dream Dinners in 2002, about 200 different meal-prep businesses have emerged to capitalize on their business model. Today, there are more than 260 Dream Dinners franchises in 37 states with a projected gross revenue of \$57 million. For additional information visit [www.dreamdinners.com](http://www.dreamdinners.com).

### **About Whirlpool Brand Cooking**

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 brand pioneered the Polara<sup>®</sup> range, the world's first refrigerated range which combined an oven's food preparation properties with the preservation features of a refrigerator. Whirlpool brand continued its cadence of innovation with the industry's largest over-the-range SpeedCook oven, the Whirlpool Gold<sup>®</sup> Velos<sup>™</sup> oven, an appliance that cooks like an oven but looks and acts like a microwave. As testament to the brand's consumer insight, the first range designed specifically for the Hispanic consumer with English and Spanish controls, as well as a comal for heating tortillas, was created for the fastest growing segment of the American population. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.