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**WHIRLPOOL BRAND'S LATEST APPLIANCE INNOVATIONS HELP
TODAY'S MULTI-TASKING FAMILIES GET MORE DONE**
*Productivity, Efficiency Key Drivers in Bringing Duet® Steam
Laundry Pair and centralpark™ Connection to Market*

SAN FRANCISCO, November 11, 2007 – Whirlpool brand makes its debut at the 2007 Oracle OpenWorld Innovation Showcase with two new-to-market innovations. The Duet® Steam laundry pair and the centralpark™-enabled Whirlpool Gold® refrigerator represent the latest examples of the brand's commitment to insight-driven product development.

Advances in technology, particularly in the area of home appliances, can help today's busy families get more done. Whirlpool brand designs appliances with consumers in mind and will showcase the fruits of its labor in the Innovation Showcase's "personalization" zone, one of seven themed areas at the show.

"Our consumer research – everything from in-home visits to online survey results – drives product development. It's not just innovation for the sake of innovation." said Tony Chang, general manager, Whirlpool brand. "We continually look to consumers for inspiration and consumer electronics companies as partners. It is the next logical step in the industry's evolution."

Full Steam Ahead

The Duet® Steam pair is a dual steam solution, cleaning tough stains in the washer and gently removing odors and relaxing wrinkles in the dryer. The washer effortlessly penetrates stains from grass to grease and sanitizes without the need for bleach. A special timed-release dispenser option – a first for Whirlpool brand – optimizes the delivery of America's No. 1 stain fighter, OxiClean®. Additionally, the brand's most energy efficient washer uses up to 73 percent less water and 77 percent less energy as compared to conventional top-loaders**.

Available at national retailers in Aspen green and white, the pair has an MSRP of \$1,499 -1,599 for the washer and \$1,199-1,299 for the dryer. Visit www.whirlpool.com to learn more.

Prime Kitchen Real Estate

Born from Whirlpool brand's innovation pipeline, the centralpark™ connection is the ultimate union of appliances and electronics. The plug-and-play platform offers an aesthetically integrated solution to refrigerator clutter with a digital hub on the door. The centralpark™ connection with the CEIVA Digital Photo Frame optimizes the kitchen's biggest piece of real estate, displaying thousands of pictures without a single magnet.

With the appliance life cycle being significantly longer than that of consumer electronics, Whirlpool brand's digital hub offers industry-first flexibility. The centralpark™ connection allows consumers to update their electronics at anytime so multiple devices can be used interchangeably.

Available in monochromatic stainless steel, the refrigerator features Fast Fill water filtration and the In-Door-Ice[®] system, letting consumers get more done *and* look good. Sold separately at Best Buy, Whirlpool brand's centralpark[™] connection refrigerator and the CEIVA digital photo frame retail with a MSRP of \$1,999 and \$249 respectively.

Whirlpool brand will announce additional consumer electronics partners in the coming year to further integrate the familiar refrigerator into today's digital lifestyle. To learn more visit www.whirlpool.com/centralpark.

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 60 percent less water and 67 percent less energy than conventional washers – helping consumers save money and natural resources. 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>.

** According to an OxiClean 2006 Attitude & Usage Study.*

***Compared to conventional washers manufactured before 2004 using the normal cycle.*

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