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**WHIRLPOOL BRAND'S centralpark™ CONNECTION
NAMED INNOVATIONS 2008 DESIGN AND ENGINEERING AWARD HONOREE**

Consumer Electronics Association Awards Whirlpool in Home Appliances Category

NEW YORK, November 14, 2007 – The Consumer Electronics Association has named the Whirlpool brand refrigerator with the centralpark™ connection as an Innovations 2008 Design and Engineering Award Honoree in the Home Appliances product category. The refrigerator with centralpark™ connection maximizes kitchen efficiency by incorporating an intuitive interface that acts as a hub for a variety of consumer electronics devices.

Introduced at the International Consumer Electronics Show (CES) as a prototype in 2007, the Whirlpool brand refrigerator with the centralpark™ connection quickly moved to the sales floor in less than a year. Born from Whirlpool brand's innovation pipeline, the centralpark™ connection is the ultimate union of appliances and electronics; it offers an aesthetically integrated solution to refrigerator clutter with a digital hub on the door. By partnering with and incorporating the CEIVA Digital Photo Frame, consumers are able to use this plug-and-play platform to display thousands of photos on their refrigerator without a single magnet. In addition, the hub is removable, allowing consumers to use the refrigerator with or without an electronics device.

A panel of independent industrial designers, engineers and members of the trade press selected the top consumer technology innovations to receive the prestigious Innovations Design and Engineering Awards. Honorees were officially announced Nov. 13 at Unveiled @ New York: The Official Press Preview of the International CES.

“Whirlpool brand is dedicated to meaningful innovation, not just innovation for innovation’s sake. In this case, the brand sees a clear trend in the appliance and consumer electronics industry leading to integrated devices such as the centralpark™ connection,” said John Alexander, vice president and general manager of brand management, Whirlpool Corporation. “We are proud to be recognized as a thought leader in consumer electronics, and are committed to further innovation. We are looking forward to unveiling additional compatible electronics with the centralpark™ connection in the upcoming year.”

The centralpark™ connection will be on display at the Innovations Design and Engineering Awards Showcase at the Sands Expo and Convention Center during CES from Jan. 7-10, 2008. The Whirlpool brand refrigerator with centralpark™ hub is available at Best Buy and retails with a MSRP of \$1,999, with the CEIVA frame retailing for \$249.

For more information, visit www.whirlpool.com/centralpark.

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About Whirlpool Brand

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances with annual sales of approximately \$18 billion and more than 73,000 employees. The brand recognizes that consumers lead busy, active lives and continues to create solutions that help consumers optimize productivity in the home. In addition to designing appliance solutions based on consumer insight, Whirlpool brand is dedicated to creating ENERGY STAR® qualified appliances like the Duet® Steam washer, which uses up to 73 percent less water and 77 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>.