

## **FOR IMMEDIATE RELEASE**

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### **STEAM AND EFFICIENCY MEET IN THE KITCHEN WITH NEW WHIRLPOOL® BRAND ELECTRIC RANGES**

*SteamClean Eases Oven Maintenance, While Industry-Leading  
Energy Save Mode Eases Wallet Strain*

**ORLANDO, Fla., February 13, 2008** – The average consumer cleans the oven only twice a year, either by hand-scrubbing with chemicals or using the energy and time-consuming self-clean setting. To ease oven cleaning, help consumers get more done and save energy, Whirlpool® brand introduces its new electric ranges featuring the SteamClean option.

Additionally, Whirlpool brand equipped two ranges in the Whirlpool Gold® series with the industry-first Energy Save mode. The feature conserves electricity when the oven is not in use, making these models 290 percent more efficient than previous Whirlpool brand ranges. Similar to a computer “sleep” mode, Energy Save mode dims extra features such as the digital clock or control display.

“Whirlpool brand research indicates that more than one quarter of consumers believe that high energy consumption is the least appealing aspect of their kitchens today,” said Vikas Sharma, senior category manager, Whirlpool brand cooking. “The SteamClean option and Energy Save mode are the latest innovations from Whirlpool brand to specifically address consumers’ chief concerns of easy cleaning and energy conservation.”

The SteamClean option spot cleans the oven in 20 minutes and is recommended for cleaning light spills on the bottom of the oven cavity. When used routinely, the SteamClean option reduces the need for frequent self-clean cycle use. To use the SteamClean option, consumers pour 12 ounces (1½ cup) of water into the bottom of the oven cavity, close the oven door and push the SteamClean button. At the end of the cycle, consumers wipe out the bottom of the oven, easily removing oven soils. The steam cleaning option is eco-friendly and does not require frequent use of the self-clean cycle which can create a strong odor.

Whirlpool brand also considers the environment during the production process. By using SCHOTT CERAN® glass ceramic cooktops, the company avoids contributing to the use of arsenic to the tune of approximately 60 tons each year.

Whirlpool brand also equipped the ranges with a Rapid Preheat function, which pre-heats the oven quickly for one-rack baking, and Control Bake, which monitors the oven temperature to prevent overbrowning of turkeys or piecrusts. Additionally, a new Rapid Boil feature on the dual six-inch/nine-inch element electric cooktop models can reduce boiling time thanks to higher wattages.

The Whirlpool brand electric ranges with the SteamClean option will be available in 2008 at select retailers with an MSRP starting at \$699. Visit <http://www.whirlpool.com> for more information.

**Whirlpool brand Preview @ IBS**  
Orange County Convention Center, Booth number **W-701**

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**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 for 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. And, among leading brands of major kitchen appliances, no brand has fewer repairs than Whirlpool brand – which is according to a leading consumer magazine (2000-2004). Additional information about the company can be found at <http://www.whirlpoolcorp.com>.