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WHIRLPOOL® BRAND BRINGS LAUNDRY ROOMS OUT OF THE WHITE AGES AND INTO LIVING COLOR

*Industry Leader in Laundry Unveils Front-Load Pairs in Nature-Inspired Colors of
Tuscan Chestnut, Ocean Sapphire and Classic Red*

ORLANDO, Fla., Feb. 13, 2007 – Whirlpool brand, the industry leader in laundry, announces the addition of three new colors to its vibrant, nature-inspired palette. Tuscan Chestnut, Ocean Sapphire and Classic Red front-load laundry pairs will join Aspen green to complete the brand's first line of signature colors.

Continually driven by consumer insight, Whirlpool brand knows design, configuration and color choice are key to personalized, livable spaces – even laundry rooms.

“Consumers are tired of seeing their homes in shades of white and beige. Increasingly, we are seeing color and design trends for laundry appliances evolve as laundry rooms migrate from the basement to livable areas of the home,” said Anna Schelling, Whirlpool Institute of Fabric Science color expert. “Current color trends, including greens and browns, have been inspired by nature and mark the start of a fresh new palette for the laundry room.”

Consumer research has also shown that real-world blues and vibrant reds continue to resonate with consumers. The Whirlpool Global Consumer Design Group looked to the outdoors to create the wind, sea and sky-inspired Ocean Sapphire. Ocean Sapphire will be available on the Whirlpool brand Duet HT® and Duet Sport® HT models. Classic Red will debut on the Whirlpool brand Duet HT® model during the dog days of summer.

The Duet® Steam pair will be available at national retailers this spring in Tuscan Chestnut. Aspen green and white are currently available nationally with an MSRP of \$1499-1599 for the washer and \$1199-1299 for the dryer.

The Duet HT® system will be available in Ocean Sapphire and Classic Red later this year. It is currently available at national retailers in black, white and diamond dust with brushed chrome accents, white with blue accents, biscuit with gold metallic accents and white-on-white with an MSRP of \$1099-1399 for the washer and \$899-1099 for the dryer.

The Duet Sport® HT system will be available in Ocean Sapphire this year. It is currently available at national retailers in white with gray accents and black-on-black with an MSRP of \$799-899 for the washer and \$699-759 for the dryer.

Aspen, Tuscan Chestnut, Ocean Sapphire and Classic Red will be joined by a dozen additional signature colors from Maytag and Amana.

Whirlpool brand laundry experience @ IBS
Orange County Convention Center, Booth #W-701
Learn more @ www.whirlpool.com.

About Whirlpool Brand Laundry

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. Recognizing the average American family does about seven loads of laundry each week, Whirlpool brand is committed to providing forward-thinking laundry appliances that match the lifestyles of all consumers. Brought to United States in 2001, the innovative Duet[®] Fabric Care system continues to be America's best-selling front load laundry pair, washing 16 pairs of jeans in a single load* while using half the water and energy of traditional top-loaders. Further continuing its commitment to innovation, the brand introduced the Duet[®] Steam dryer; a first-of-its-kind laundry appliance that relaxes wrinkles and removes odors from fabrics in just minutes. No other laundry brand has fewer repairs, according to a leading consumer magazine; and no other brand sells more laundry products worldwide. For additional information regarding Whirlpool brand laundry please visit <http://www.whirlpool.com>. Information about the company can be found at <http://www.whirlpoolcorp.com>.

*Various sizes.

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