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WHIRLPOOL® BRAND INTRODUCES NEW FEATURES IN REFRIGERATION TO ACCOMMODATE WIDER, BULKIER ITEMS

*New French Door Refrigerator Also Features Ice and Water
Dispenser on Exterior Door – A First for the Brand*

ORLANDO, Fla., Feb. 13, 2008 – Capitalizing on a growing trend in American refrigeration, Whirlpool brand introduces a new French Door refrigerator with an external ice and water dispenser. The French Door configuration is an optimal choice for space management. The model includes extra tall humidity-controlled crispers for the likes of watermelons and large pastries, a caddy for tall bottles and a can pack keeper to store a case of beverages.

For years, ice and water dispensers on refrigerator doors were commonly found on side-by-side configurations. However, this was a disadvantage for consumers who needed more horizontal refrigerator space for wider items like cakes and deli trays and the option of filtered water from their refrigerator. Now for the first time in Whirlpool brand appliances, a water and ice dispenser is available in bottom-mount French Door refrigerators.

“There is definitely an upward trend toward purchasing a refrigerator with an ice and water dispenser in the French Door configuration,” said Gary Langbo, refrigeration director, Whirlpool Corporation. “We’ve listened to our consumers and married the two components to create a refrigerator which caters to their needs. They can have fresh filtered water without opening the door and more easily accessible fresh ingredients.”

Features found in this French Door refrigerator are created for those who need more space and storage flexibility for their fresh ingredients, a convenient bonus for those focused on a healthier diet or entertaining friends. Two gallon-sized bins, a can caddy in the door and an extra ice bucket with a scoop are all elements found on the new refrigerator.

Knowing the refrigerator is the focal point in most kitchens, Whirlpool brand has revamped aesthetics with this latest model, including a new stainless steel bezel design. In addition, an electronic temperature readout on the door provides peace of mind to consumers who like to check temperatures at a quick glance.

The refrigerator also meets the EPA’s new ENERGY STAR® guidelines for 2008. It exceeds efficiency standards by 20 percent, allowing consumers to help curb greenhouse gas emissions and reduce their family’s carbon footprint.

The Whirlpool brand refrigerator with an external ice and water dispenser will be available at retailers nationwide with a MSRP starting at \$2,199. It will be available in stainless, Satina® finish, white and black. Visit <http://www.whirlpool.com> for more information.

About Whirlpool Brand Refrigeration

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. Whirlpool brand refrigeration strives to help make consumers more efficient and improve their productivity in the kitchen. The brand enables consumers to get more done with refrigeration features such as Fast Fill and Measured Fill technologies, which fill any size container twice as fast compared to Whirlpool models without Fast Fill and dispense water in measured amounts – cups, ounces, and liters – at the touch of a button. Recognizing that space is at a premium in many homes, Whirlpool brand refrigeration developed the In-Door-Ice[®] system, an ice maker installed on the inside of the freezer door to maximize storage on freezer shelves, while producing ice just as quickly as traditional ice makers. For additional information regarding Whirlpool brand refrigeration please visit <http://www.whirlpool.com>. Information about the company can be found at <http://www.whirlpoolcorp.com>.

**Forrester Custom Consumer Research on behalf of Whirlpool Corporation.*

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