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WHIRLPOOL® BRAND OFFERS LATEST, MEANINGFUL ELECTRONIC GADGETS WITH centralpark™ CONNECTION

Refrigerator Minimizes Kitchen Clutter While Maximizing Efficiency

ORLANDO, Fla., Feb. 13, 2008 – A recent consumer survey found the top five objects which cause clutter on the refrigerator are magnets, photos, calendars, personal reminders and shopping lists. Driven by consumer insight, Whirlpool brand developed and launched the centralpark™ connection, a refrigerator that provides a plug-and-play platform for consumer electronics, helping consumers clear countertops and eliminate clutter.

With consumer needs in mind, Whirlpool brand partnered with best in class consumer electronics manufacturers to bring compatible devices to the centralpark™ connection. Currently, the centralpark™ connection is available with a CEIVA Digital Photo Frame at retail locations nationwide. Additional concepts shown at the International Builders' Show include Clio® Vu web tablet, Cozi family organizational software, Brandmotion iPod speaker system and Quartet Qnote™ Message Center.

“With more than 30 percent of laptop computer, digital photo frame and digital music player owners currently using these devices in the kitchen, the centralpark™ connection is a natural step in appliance evolution,” said Phil Pejovich, vice president of Whirlpool® Refrigeration, North America. “The variety of compatible devices addresses different family lifestyles and helps consumers keep their kitchens clutter-free.”

With the life cycle of appliances being significantly longer than that of consumer electronics, Whirlpool brand's platform offers industry-first flexibility. The centralpark™ connection allows consumers to update their electronics at anytime so multiple devices can be used interchangeably right on the refrigerator door. Consumers also may remove the devices for a more standard refrigerator facade.

Currently, the centralpark™ connection is available at Best Buy and hhgregg with an MSRP of \$1,999. This unit syncs up with the compatible CEIVA digital photo frame.

CEIVA Digital Photo Frame

CEIVA, Inc. is the inventor of the digital photo frame and provider of the world's first and only connected Digital Photo Frames™. Designed for the centralpark™ connection, the frame is Wi-Fi ready and features an 8" high-resolution LCD screen with a built-in card reader. With on-screen menus, the frame is easy to use and capable of automatically receiving photos sent by camera phone or through an online CEIVA account. The CEIVA digital picture frame is available at Best Buy and hhgregg with an MSRP of \$249.

Joining the CEIVA frame, the following prototype devices will also be shown at the International Builders' Show. The retail launch date and MSRP of each will be announced at www.onlinecentralpark.com as they become available in 2008.

Brandmotion iPod Speaker System

Brandmotion, a current "Made for iPod" Apple licensee, and authorized iPod accessory manufacturer created a self-charging, high-quality iPod docking system with dual stereo speakers for use with the centralpark™ connection. The docking station is specifically designed for use in the kitchen with four large membrane-type buttons for easy use and cleanup. The docking station is manufactured to securely hold any size iPod and withstand the frequent opening and closing of the freezer door.

Clio® Vu by Data Evolution

Clio® Vu, a convertible tablet computer utilizing the Clio's familiar, award-winning 180° SwingTop® design, is one of the latest options to help clear refrigerators of sticky notes, traditional notepads and calendars, while keeping grocery lists and schedules organized. The Clio Vu, equipped with Wi-Fi, can be removed easily from the centralpark™ connection digital hub and brought along for trips to the corner coffee shop or other errands and activities. Using the touch screen, keypad or handwriting device, consumers are easily able to update their schedules and keep track of their home happenings, without the clutter. Also, the Clio Vu will give users the freedom to watch movies and look up recipes online while working in their kitchen. The Clio Vu comes pre-loaded with Cozi family organizational software.

Cozi Family Organizational Software

Cozi, a free software and Web service which helps busy families manage their schedules, create shopping and to-do lists, organize household chores and stay in communication, is one of Whirlpool brand's latest partners. When used with the centralpark™ connection, Cozi is able to provide easy-to-use solutions in the middle of the action, right on the refrigerator. In addition to Cozi's calendar, photo and messaging features, Whirlpool consumers will find it especially helpful to add items to the Cozi Shopping List right from their kitchen and then receive the list as a text message on their mobile phone, when away from home. With Cozi, families stay coordinated, schedules are updated, groceries are purchased – all in an effort to simplify and enjoy family life.

Quartet® Qnote™ Message Center by Acco Brands

The Quartet® Qnote™ Message Center enables families to share and communicate important messages from the kitchen. Quartet, maker of visual solutions for over 50 years, designed the Qnote Message Center specifically for the centralpark™ connection. The message center, made of durable tempered glass, offers a superior dry-erase writing surface and ambient surface illumination to bring messages to light. Interchangeable templates offer customizable layouts to meet each family's individual lifestyles and unique tastes. A digital clock with date and timer, and a sliding storage drawer to keep documents like schedules and menus handy, are all part of Qnote's organizational features.

The compatible consumer electronics devices and refrigerator are sold separately. To learn more visit www.whirlpool.com/centralpark.

Whirlpool brand laundry experience @ IBS
Orange County Convention Center, Booth #W-701

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, the Fast Fill feature fills any size container twice as fast compared to previous Whirlpool dispensers and Measured Fill dispenses 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 collection bin 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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