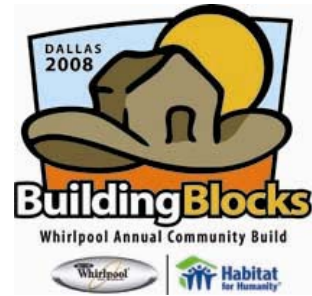


## **FOR IMMEDIATE RELEASE**

**CONTACT:** Alyson Buck  
Peppercom for Whirlpool  
O: 212.931.6122  
C: 315.729.7675  
[abuck@peppercom.com](mailto:abuck@peppercom.com)

Tami Griffin  
Habitat for Humanity International  
O: 404.420.6789  
C: 404.695.3274  
[tagriffin@habitat.org](mailto:tagriffin@habitat.org)



### **HABITAT FOR HUMANITY AND THIRD ANNUAL WHIRLPOOL® BUILDING BLOCKS PROGRAM BRING NINE DALLAS FAMILIES HOME FOR THE HOLIDAYS**

*Roughly 250 Volunteers Start Construction in Five Day Home-Building Blitz to Raise Awareness for Affordable Housing*

**DALLAS, November 17, 2008** – Home for the holidays takes on a whole new meaning this year for nine families in Dallas. Starting today, Whirlpool brand, Habitat for Humanity International, Dallas Area Habitat for Humanity, and volunteers from across the country will build nine new homes by Friday as part of the third annual Whirlpool brand Building Blocks program.

According to the National Low Income Housing Coalition and Habitat for Humanity, substandard housing affects 95 million people nationwide. The Whirlpool® Building Blocks program was created to raise awareness of unaffordable housing in the United States and to support Habitat's mission to eliminate substandard housing. The program brings together approximately 250 volunteers from across the country, working hand-in-hand to raise walls, construct roofs and create homes with Habitat partner families.

"The holidays are a reminder to give thanks for what matters most in our lives," said Ellen Taaffe, vice president, Mass Brands, Whirlpool Corporation. "Since 1999, Whirlpool has supported Habitat in its mission to provide simple, decent housing. Together with Habitat for Humanity International and the local Habitat affiliate, we're proud to bring the Whirlpool® Building Blocks program to Dallas to help achieve that mission."

This year's Whirlpool® Building Blocks program will take place in the West Dallas community of Greenleaf Village II. On average, the median household income in West Dallas is \$25,790 and an estimated one out of every three families in the community lives below the federal poverty level. The city has a need for more than 30,000 affordable housing units, according to the Mayor's Taskforce report of 2002, the last year on record.

"The Greenleaf Village II neighborhood is a 71 unit mixed-income community which will be home to 13 hard-working Habitat families. The nine Whirlpool® Building Blocks homes will transform this new community and continue the revitalization of the West Dallas area," said Scott Begin, chief executive officer of Dallas Area Habitat for Humanity. "This

exciting partnership builds more than homes -- it changes lives and demonstrates the powerful impact that visionary brands like Whirlpool can have in communities across the nation.”

Dallas is the third city to be chosen for the program, which kicked off in Nashville in 2006 and moved to Phoenix in 2007. Each year, the Whirlpool® Building Blocks program recognizes an outstanding Habitat for Humanity affiliate in the United States by organizing a weeklong building blitz. Whirlpool Corporation is one of Habitat for Humanity’s largest corporate partners, donating a range and ENERGY STAR® qualified refrigerator to every new Habitat home built in North America. Every year, thousands of Whirlpool employees volunteer their own time to Habitat builds around the country. Whirlpool Corporation plans to support every new Habitat home built globally by 2011, through product donations, cash or home sponsorship.

To join the Whirlpool® Building Blocks community on Facebook and track this year’s build, go to [www.whirlpool.com/BuildingBlocksFacebook](http://www.whirlpool.com/BuildingBlocksFacebook).

For more information, please visit [www.whirlpool.com/buildingblocks](http://www.whirlpool.com/buildingblocks).

### **About Whirlpool Brand**

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances with annual sales of approximately \$19 billion and more than 73,000 employees. Whirlpool 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. For more information on Whirlpool brand, please visit [www.whirlpool.com](http://www.whirlpool.com). Additional information about the company can be found at [www.whirlpoolcorp.com](http://www.whirlpoolcorp.com).

### **About Habitat for Humanity International**

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built nearly 300,000 houses worldwide, providing simple, decent and affordable shelter for more than 1 million people. For more information, visit [www.habitat.org](http://www.habitat.org).

### **About Dallas Area Habitat for Humanity**

Dallas Area Habitat for Humanity (DAHfH) is a Christian ministry that builds quality, affordable homes in partnership with deserving families. Habitat’s homeownership program is an innovative model that offers low-income families the opportunity to own a home with affordable 0% interest loans. Homes are financed by generous donations from community supporters and largely built by the partner Habitat family with thousands of dedicated volunteers each year. As the largest nonprofit homebuilder in the City of Dallas, Dallas Area Habitat has served more than 700 low-income families with homeownership since 1986, investing more than \$50 million in 20 neighborhoods of Dallas county to build new homes, neighborhoods and hope. Please visit [www.dallas-habitat.org](http://www.dallas-habitat.org) for more information.

###