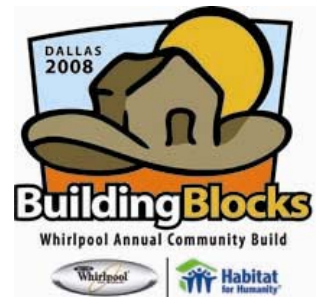


NEWS RELEASE

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HOME FOR THE HOLIDAYS TAKES ON A BRAND NEW MEANING IN DALLAS

Construction Wraps on Whirlpool® Building Blocks Blitz as Nine Families Receive Keys to Their New Habitat Homes

BENTON HARBOR, Mich., November 25, 2008 – Nine families in Dallas have a lot to be thankful for this year – including their new homes. On Friday, November 21, Whirlpool brand, Habitat for Humanity International, and Dallas Area Habitat for Humanity officially dedicated new homes built with nine Habitat partner families as part of the third annual Whirlpool® Building Blocks community build.

Nearly 250 volunteers from across the country, including Whirlpool employees and representatives from Habitat affiliates, worked alongside the families as construction began on November 17; five days later the area's nine newest homeowners were presented with keys to their new homes. The Whirlpool® Building Blocks initiative was created to raise awareness of the need for affordable housing and to help Habitat eliminate substandard housing, which affects 95 million people nationwide.

“As we gather with our families for the Thanksgiving holiday, many of us will give thanks for the things that matter most in our lives,” said Ellen Taaffe, vice president, Mass Brands, Whirlpool Corporation. “These nine families will undoubtedly give thanks for their new homes, but it is Whirlpool brand that is giving thanks for the opportunity since 1999 to help Habitat provide families like those in West Dallas with the chance for a more secure future.”

Just in time for Thanksgiving, the 2008 Whirlpool® Building Blocks program took place in the Greenleaf Village II community in West Dallas, an area once marked with crime and neglect. 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 71-unit mixed income neighborhood will include 13 Habitat homes.

“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, Dallas Area Habitat for Humanity. “As these families move into their new homes by Christmas, we are reminded of the positive steps communities can take when visionary companies like Whirlpool offer their support to Habitat.”

Dallas Mayor Tom Leppert and District Councilman David Neumann were on hand to recognize Whirlpool brand and Habitat's efforts to help revitalize West Dallas.

Dallas is the third city to be chosen for the Whirlpool® Building Blocks program, which kicked off in Nashville in 2006 and moved to Phoenix in 2007. Each year, the 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. Whirlpool Corporation plans to support every new Habitat home built globally by 2011, through product donations, cash or volunteerism.

To join the Whirlpool® Building Blocks community on Facebook and see photos, videos and updates from this year's blitz, visit www.whirlpool.com/BuildingBlocksFacebook.

For more information, visit 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. Additional information about the company can be found at 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.

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 for more information.

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