

## **FOR IMMEDIATE RELEASE**

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### **WHIRLPOOL BRAND MAKES AN ECO KITCHEN POSSIBLE WITH SELECT ENERGY EFFICIENT KITCHEN APPLIANCES**

*Industry Leader Unveils Most Energy Efficient Kitchen in Brand's History*

**LAS VEGAS, Jan. 20, 2009** – More than half of U.S. adults have made changes in their lives they believe will help sustain the environment\*. Taking this commitment to the kitchen, Whirlpool brand introduces the Eco Kitchen, helping consumers integrate environmentally-friendly changes in one of the biggest energy-consuming living spaces of the home. The Eco Kitchen, which includes the Resource Saver™ refrigerator, Resource Saver™ dishwasher, Velos® SpeedCook oven and Energy Save range, is the brand's most energy-efficient kitchen ever.

According to the U.S. Department of Energy, lighting, refrigeration and cooking are responsible for 41.5 percent of a home's energy consumption. With consumer insights in mind, Whirlpool brand wanted to offer simple ways for consumers to reduce the impact energy use has on the environment and their wallets. As a result, the company identified appliances that can bring real efficiency when it comes to water, energy and cost savings to one of the most wasteful rooms in the home.

"There are definitely some kitchen appliances which are more 'green' than others," said Tomas Diaz, Whirlpool brand marketing director. "We created the Eco Kitchen to help families minimize their energy and water consumption, offering consumers some simple ways to help the environment."

The Eco Kitchen provides the most energy efficient options in food preservation, cleaning and cooking for Whirlpool brand.

#### **Efficient Food Preservation**

The Resource Saver™ refrigerator exceeds federal efficiency standards by 30 percent, making it the most energy efficient side-by-side refrigerator ever. The energy savings continue even as groceries are unloaded into the refrigerator. To better preserve food, 6<sup>th</sup> Sense™ technology helps quickly cool food and adjusts temperatures inside the refrigerator to normal operating temperatures. The refrigerator's energy use is equivalent to powering a 60-watt light bulb.

#### **Cooking for the Environment**

Recent innovations by Whirlpool brand address consumers' energy consumption concerns when cooking. Two ranges in the Whirlpool Gold® series are equipped with the industry-first Energy Save mode to conserve electricity when the oven is not in use. Similar to a sleep mode on a computer, this Energy Save mode dims control features and clock when not in use making these models more efficient than previous Whirlpool brand ranges.

As these ranges are produced, Whirlpool continues to keep the environment top of mind. Energy Save ranges are made with SCHOTT CERAN® glass ceramic cook tops, the only eco-friendly glass-ceramic cooktop panel manufactured without releasing hazardous heavy metals into the earth.

In addition to energy savings, Whirlpool brand understands consumers often look for flexibility in appliances. Whirlpool brand's over-the-range SpeedCook oven, the Velos® system, combines the power of an oven with the convenience of a microwave, and can grill, broil, bake and steam. The Velos oven also saves energy and time, cooking up to 47 percent faster than a traditional oven when in SpeedCook mode.

### **Energy-Saving Cleaning**

As Whirlpool brand's quietest model to date, the Resource Saver dishwasher uses one-third less water and energy than dishwashers manufactured just eight years ago. In addition to energy, water savings is also important when it comes to kitchen clean-up. The Whirlpool brand Resource Saver™ dishwasher uses far less water than hand washing a load of dishes, saving up to 20 gallons per load (which equates to 4,300 gallons/year in water savings). With improved wash performance through increased water pressure and focused wash action, there is no need to pre-wash dishes.

The Resource Saver refrigerator (GS5VHAXWY) will be available beginning in March with a MSRP of \$2,099. The Velos oven (GH7208XRS) is available at retailers nationwide and online at [www.whirlpool.com](http://www.whirlpool.com) with a MSRP of \$919. The EnergySave range (GFE471LV) is available at retailers nationwide and online at [www.whirlpool.com](http://www.whirlpool.com) with an MSRP starting at \$699. The Resource Saver dishwasher (GU3600XTV) is available at retailers nationwide and online at [www.whirlpool.com](http://www.whirlpool.com) with an MSRP starting at \$799.

### **Whirlpool brand kitchen experience @ IBS**

Las Vegas Convention Center, # **C5843**

January 20 - 23, 2008

Learn more @ [www.whirlpool.com](http://www.whirlpool.com).

### **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).

*\* According to a Harris Interactive Environmental study (May 2008).*

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