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WHIRLPOOL BRAND INTRODUCES NEW FEATURES IN FRENCH DOOR REFRIGERATION TO PROVIDE EVEN MORE SPACE FOR FRESH FOOD

French Door Design Continues to Evolve, Bringing Order to the Refrigerator and New Consumers to the Category

LAS VEGAS, Jan. 20, 2009 – Consumers can put a stop to search and rescue missions for last night's leftovers and tomorrow night's ingredients with Whirlpool brand's new French door refrigerator with external ice and water. This new configuration provides optimal shelf, bin and crisper space, great for a long tray of sandwiches, a turkey or even a watermelon. This is all possible in part to the In-Door-Ice[®] system, a removable ice bin now built into the door.

Industry wide, consumers are embracing the French door configuration. Since the early 2000s, this configuration has been re-energized, outpacing more standard styles and experiencing a 27 percent growth since the first quarter of 2007. The design is ideal for those who like to keep their refrigerators stocked with fresh food, at eye level and within reach. The doors open wide allowing consumers to see most everything inside and providing 27 cubic feet of preservation space.

"Today's French door refrigerators have both the width for larger items and the features once only available in the side-by-side configuration," said Stacey Gearhart, Whirlpool refrigeration senior category manager. "Our latest design integrates the ice bin into the door, which allows for more room in the shelf area, but still provides ice and water from the door externally. This set up is good for both the family on the go and the family which entertains."

Knowing the refrigerator is the focal point in most kitchens, Whirlpool brand has revamped aesthetics with the latest model, including a new color LCD touch control. The panel includes an industry-first power outage monitor letting consumers know how long their refrigerator may have gone without power, to best determine food spoilage.

Environmental Friendliness

With this refrigerator, there is no need to keep bottled water on hand. A reusable water bottle can be filled quickly with the unit's Measured Fill option. It can be set to a predetermined amount (cups, liters or ounces) of water and the dispenser will stop when the level is reached. Drinking filtered water instead of bottled water can save a family up to \$600 a year.

Additionally, the refrigerator meets the Department of Energy and Environmental Protection Agency's ENERGY STAR[®] guidelines, exceeding efficiency standards by 20 percent. Running this refrigerator uses less energy than powering a simple 75-watt light bulb.

The Whirlpool brand French door refrigerator with external ice and water (model G17FVCXW) will be available in May 2009 with an MSRP starting at \$2,699. It will be available in white, black, Satina[®] and stainless steel.

Whirlpool brand kitchen experience @ IBS

Las Vegas Convention Center, # **C5843**

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Learn more @ www.whirlpool.com

About Whirlpool Brand Refrigeration

With annual sales of approximately \$19 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. 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>.

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