

FOR IMMEDIATE RELEASE

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WHIRLPOOL BRAND ADDS SPLASH OF COLOR TO THE LAUNDRY CYCLE

*Industry Leader in Laundry Unveils Pair of New Colors as
Part of Growing Nature-Inspired Color Palette*

LAS VEGAS, Jan. 20, 2009 – On average, consumers dedicate nearly one full workday per week solely to doing laundry.* For those who spend that much time in their laundry rooms, Whirlpool brand continues to evolve the image of this space with an eye toward color personalization and configuration. The industry leader in laundry unveils two new colors – Cranberry and Lunar Silver – to be rolled out across the brand's Duet® laundry line at the 2009 International Builders' Show in Las Vegas.

Continually driven by consumer insight, Whirlpool brand's series of color choices reflects the fast growing trend of laundry rooms in prominent areas of the home. The new colors add to Whirlpool brand's nature-inspired color palette, which currently includes Aspen Green, Ocean Blue and Tuscan Chestnut. Research has shown these vibrant shades of the outdoors resonate with consumers.

"Nearly 65 percent of laundry rooms are now on the first or second floor of the home," said Anna Schelling, Whirlpool Institute of Fabric Science color expert. "The new colors bring long lasting style to laundry rooms as they migrate from the basement to more prominent living areas in the home. The rich and vibrant cranberry shade represents a classic accent consumers prefer, while the clean, elegant silver beautifully compliments a wide range of interior styles."

The Duet® high efficiency front-load washers combine capacity with water and energy savings for a complete fabric care experience. The Duet® Steam washer uses up to 73 percent less water and 77 percent less energy as compared to conventional top-loaders. Equipping the washers with a drum large enough to fit up to 16 pairs of jeans, Whirlpool brand helps consumers get more done in less time.

The Duet® and Duet® Steam laundry pairs in Cranberry and Lunar Silver will be available in May 2009. The Duet Sport™ laundry pair in Lunar Silver and Cranberry will be available to consumers in August 2009. The Duet® Steam laundry pair is currently available nationally in White, Aspen Green and Tuscan Chestnut with a MSRP of \$1,599 for the washer and \$1,499 for the dryer. The Duet® laundry pair is currently available nationally in White and Ocean Blue with a MSRP starting at \$1,199 for the washer and \$1,199 for the dryer.

Whirlpool brand laundry experience @ IBS
Las Vegas Convention Center, Booth # **C5843**
January 20-23
Learn more @ www.whirlpool.com

**According to Whirlpool brand research*

About Whirlpool Brand Laundry

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. Recognizing the average American family does about seven loads of laundry each week, Whirlpool brand is committed to providing forward-thinking laundry appliances that match the lifestyles of all consumers. Brought to United States in 2001, the innovative Duet® Fabric Care system continues to be America's best-selling front load laundry pair, washing 16 pairs of jeans in a single load* while using half the water and energy of traditional top-loaders. Further continuing its commitment to innovation, the brand introduced the Duet® Steam dryer; a first-of-its-kind laundry appliance that relaxes wrinkles and removes odors from fabrics in just minutes. No other laundry brand has fewer repairs, according to a leading consumer magazine; and no other brand sells more laundry products worldwide. For additional information regarding Whirlpool brand laundry please visit <http://www.whirlpool.com>. Information about the company can be found at <http://www.whirlpoolcorp.com>.

**Various sizes.*

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