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WHIRLPOOL® BRAND REFRIGERATORS UP THE ANTE ON ENERGY SAVINGS

*Appliance Leader Unveils Industry's Most Energy Efficient
Side-by-Side Refrigerator at International Builders' Show*

LAS VEGAS, Jan. 20, 2009 – Energy costs and environmental benefits are top of mind, with 80 percent of consumers believing it is important to save energy and, in turn, money, at home*. Driven by consumer insights like this, Whirlpool® brand leads the way again with a refrigerator that does not sacrifice function for efficiency, exceeding federal efficiency standards by more than 30 percent. Whirlpool brand unveiled the Resource Saver™ refrigerator, the most energy efficient side-by-side refrigerator ever, at the International Builders' Show from January 20 – 23 in Las Vegas.

ENERGY STAR® qualified refrigerators have been saving consumers energy and money since 1996. Today's ENERGY STAR qualified models use 60 percent less energy than non ENERGY STAR models made just 10 years ago. With energy use equivalent to powering a 60-watt light bulb, Whirlpool brand's Resource Saver refrigerator exceeds ENERGY STAR standards by ten percent.

"Many consumers believe it's important to buy energy efficient appliances and understand the role these appliances play in reducing their family's impact on the environment," said Justin Reinke, Whirlpool refrigeration senior category manager. "The Resource Saver refrigerator helps consumers do just that, while also cutting costs on energy bills."

In addition to energy savings, the Resource Saver refrigerator offers several convenient features such as the In-Door-Ice® Plus system, which places the ice dispenser and collection bin in the freezer door, giving easy access to ice and freeing up valuable freezer space – enough to store up to eight frozen pizzas.

To help stretch the dollar even further and better preserve food, the Resource Saver refrigerator is equipped with 6th Sense™ technology. This technology automatically adjusts cooling to bring existing food to the desired temperature in half the time. Additionally, it helps the refrigerator quickly return to normal operating temperatures. A Fast Cool button, when selected, immediately drops the refrigerator and/or freezer temperatures to accommodate new food additions, such as hot leftovers. The technology does not affect the efficiency of the refrigerator.

The Resource Saver refrigerator will be available beginning in March 2009 with a MSRP of \$2,099.

Whirlpool brand kitchen experience @ IBS

Las Vegas Convention Center, # **C5843**

January 20 - 23, 2008

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>.

** According to a George Mason University Study (2008).*

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