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WHIRLPOOL CORPORATION DECLARES JULY “CHANGE YOUR REFRIGERATOR WATER FILTER” MONTH

Appliance Manufacturer Educates Consumers on Importance of Water Filter Upkeep

BENTON HARBOR, Mich., July 1, 2009 – With temperatures heating up, many consumers will look to cool down and stay hydrated with a refreshing glass of water. To drink with confidence while escaping the summer sizzle, [Whirlpool](#) reminds consumers that this season serves as a thirst quenching reminder to change the water filter in the refrigerator. For this reason, the world’s largest appliance manufacturer declares July as the first official “Change Your Refrigerator Water Filter” month.

Drinking filtered water from the refrigerator is good for the family, the environment and the wallet. Consumers can drink with confidence knowing that their refrigerator water filter serves as a last line of defense against unseen contaminants such as lead and mercury. It is important to note that these contaminants and other filtered substances are not present in all users’ water, but if they are, a filter can address this. Many consumers, however, are not aware that it is necessary to change the refrigerator water filter every six months to reduce contaminants and help ensure an uninterrupted supply of fresh filtered drinking water.

“Most of us drink water everyday but may not think about the fact that water travels through miles of infrastructure -- steel, plastic and copper pipes -- before ever reaching homes, potentially picking up impurities along the way,” said Will Mayfield, category manager of refrigerator water filtration, Whirlpool Corporation. “Based on this it’s critical to change the filter regularly to reduce contaminants. At the height of summer months, Change Your Refrigerator Water Filter month is a perfect reminder to make changing the refrigerator water filter a habit.”

By using two water filters per year, a refrigerator system can filter the equivalent of 3,000* bottles of water, saving over \$600 a year versus purchasing a leading brand of bottled water. In addition, according to a 2007 *Fast Company* article, it is estimated that 38 billion water bottles are thrown into the trash every year. Consumers can do their part to help the environment by making the switch to filtered water from the refrigerator. “Using and maintaining a water filtration system with a NSF certified filter, like those in the refrigerator, saves money and offers fresher water and peace-of-mind,” says Mayfield.

To make changing the filter quick and easy, many refrigerators have an easy-access system, located conveniently at the bottom in the grille or just inside the refrigerator, in the back near the refrigerator’s ceiling. For added convenience, Whirlpool Corporation provides an automatic water filter replacement program that sends filters right to consumers’ homes, with no cost for shipping. For more information on replacing your filter for any Whirlpool portfolio product, visit <http://www.whirlpool.com/everysixmonths>.

*Based on two 6-month 200 gallon filters vs. purchasing the same amount of 16oz. bottles in 24-packs units.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion, 70,000 employees, and 68 manufacturing and technology research centers around the world. The company markets *Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht* and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.

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