



2008 Whirlpool Brand Mother of Invention Grant Whirlpool Brand Official Rules

1. **NO PURCHASE NECESSARY.** A purchase does not increase chances of winning.
2. **HOW TO ENTER:**
 - a. Entrants must be a mother.
 - b. Fill out entry form available on www.whirlpool.com/moms. You may enter via the online form or download the printable form and submit by mail. If submitting more than one entry, photocopy the form and attach to both. Print your name on all entry materials. Limit three unique (3) entries per person.
 - c. Check "green" or "traditional" category on entry form. Same idea may not be entered in both categories. If no category is checked, the entry defaults to the "traditional" category.
 - d. Each entry is required to answer all questions posted on the form.
 - e. Contestants can also send entries via U.S. Postal Service to the following address. The entrant is responsible for all shipping costs:
2008 Whirlpool Brand Mother of Invention Grant
c/o Trish Taylor, 2000 North M63, MD 3110
Benton Harbor, Michigan 49022
 - f. Each idea must be the original work of the entrant.
 - a. Incomplete or illegible entries will not be honored.
 - b. Sponsor not responsible for lost, late, misdirected, damaged, illegible, incomplete, incorrect, misrouted or postage due entries/mail.
 - c. Entries become the property of the Sponsor and will not be returned.
 - d. For protection of the submitter, please do not submit appliance or appliance component ideas; those submitted will be disqualified and entries destroyed.
3. **ENTRY DEADLINE:** Contest starts at 12:00:00 a.m. EST on May 11, 2008. Online entries must be received by 11:59:59 p.m. on July 31, 2008 EST. All entries must be postmarked by July 31, 2008 and received by sponsor by August 5, 2008.
4. **JUDGING:**
 - a. Each entry will be ranked in the following criteria:

1. Creates a solution to an unmet consumer need	50%
2. Uniqueness in the current marketplace	20%
3. Viable business	20%
4. Story behind the creation	10%
 - b. Entries which include proof of at least one of the following shall receive five additional bonus points:
 - a. Prototype
 - b. Business plan
 - c. Trademark or trademark pending
 - d. Patent or patent pending
 - c. One entry with the overall highest score will be the grand prize winner. The grand prize winner can be from either category, traditional or green. After determination of the grand prize winner, the top two highest scores in each category will be awarded first and second prize. In an event of a tie, the winner will be selected based on the Originality/Creativity criterion (comprehensive score of #1 and #2).
 - d. "Traditional" ideas are any those ideas which do not fall into the "green" category. The green category are any ideas which incorporate any one of the following:
 - a. Minimizes impact on environmental resources
 - b. Creates an environmentally-friendly product or service
 - c. Uses recycled and/or natural materials
 - e. Winner selection will be conducted by a Whirlpool internal judging panel and two celebrity judges, whose decisions are final.
 - f. Judging will be conducted on or about 08/18/2008. Winners will be notified by mail on or about 09/08/2008.
5. **COPYRIGHT/PATENTS:**

The ideas submitted in this contest remain the sole property of the contestant. The judges and the sponsors do not claim ownership of any ideas submitted. Sponsors will provide limited confidentiality of the ideas submitted so that submitters will have a limited time to seek patent protection if desired. *For protection of the submitter, please do not submit appliance or appliance component ideas; those submitted will be disqualified.*

Judges will sign a similar limited non-disclosure agreement before being eligible to judge this contest.



6. PRIZES:

- a. Overall **Grand Prize**: \$20,000 grant from Whirlpool, choice of a Whirlpool Duet Steam washer and dryer pair or Whirlpool Cabrio washer and steam dryer (Average Retail Value \$2,900), Whirlpool brand dishwasher (ARV \$599) and a stipend (in the form of a gift card) for a new home office (ARV \$3,000)
 1. Two-day business boot camp to Benton Harbor, MI to meet with Whirlpool experts (product development, engineering, innovation, patent protection, sales, marketing, advertising and public relations), tour Whirlpool Global Headquarter facilities and laboratories and guest judges to offer advice on starting up their business (ARV \$4,000)
 2. Trip includes hotel accommodations for two nights and roundtrip airfare, any additional nights lodging or guests are at the finalist's expense.
- b. **Traditional Category First Prize** (1 qty.): \$7,000 grant, Whirlpool brand dishwasher (ARV \$599) and Duet Sport pair (\$1,400)
 1. Two-day visit to Benton Harbor, MI to tour Whirlpool Global Headquarter facilities and laboratories and guest judges to offer advice on starting up their business (ARV \$2,000)
 2. Trip includes hotel accommodations for two nights and roundtrip airfare, any additional nights lodging or guests are at the finalist's expense.
- c. **Green Category First Prize** (1 qty.): \$7,000 grant, Whirlpool brand refrigerator with water filtration (ARV \$1,999)
 1. Two-day visit to Benton Harbor, MI to tour Whirlpool Global Headquarter facilities and laboratories and guest judges to offer advice on starting up their business (ARV \$2,000)
 2. Trip includes hotel accommodations for two nights and roundtrip airfare, any additional nights lodging or guests are at the finalist's expense.
- d. **Traditional Category Second Prize** (1 qty.): \$5,000 grant, a Whirlpool brand dishwasher (ARV \$599) and Duet Sport pair (\$1,400)
 1. Two-day visit to Benton Harbor, MI to tour Whirlpool Global Headquarter facilities and laboratories and guest judges to offer advice on starting up their business (ARV \$2,000)
 2. Trip includes hotel accommodations for two nights and roundtrip airfare, any additional nights lodging or guests are at the finalist's expense.
- e. **Green Category Second Prize** (1 qty.): \$5,000 grant and a Whirlpool brand refrigerator with water filtration (ARV \$1,999)
 1. Two-day visit to Benton Harbor, MI to tour Whirlpool Global Headquarter facilities and laboratories and guest judges to offer advice on starting up their business (ARV \$2,000)
 2. Trip includes hotel accommodations for two nights and roundtrip airfare, any additional nights lodging or guests are at the finalist's expense.
- d. Any costs for guests are winners' responsibility.
- e. All taxes, meals, gratuities and other expenses not specified herein are the sole responsibility of the Winner.
- f. Prizes are not transferable by Winners.
- g. Installation not included.
- h. Payment of taxes on prizes are the sole responsibility of the winners.

7. ELIGIBILITY:

- a. Entrants must be mothers and at least 18 years of age or older. Open only to legal residents of the United States, excluding Alaska, Hawaii, Puerto Rico, U.S. Territories and U.S. Possessions.
- b. The contest is void where prohibited or restricted by law.
- c. All employees of Sponsor, its parent, affiliates and subsidiaries, and the immediate families and household members of each, are not eligible to win.
- d. Entrants of previous Whirlpool Brand Mother of Invention Grant program who did not receive grand, first or second prizes are eligible to re-enter the 2008 Whirlpool Brand Mother of Invention Grant program with the same or similar concept/idea if she so chooses.
- e. Prize winners of any previous Whirlpool Brand Mother of Invention Grant program are not eligible for re-entry in the 2008 Whirlpool Brand Mother of Invention Grant program.

8. CONDITIONS OF ENTRY:

- a. **Use of winner's name**: By entering, each entrant grants permission, without further compensation, to Whirlpool Corporation and their agents and licensees, to use the entrant's name, voice, photograph, likeness and biographical material for broadcast, print and promotional purposes in connection with the contest.
- b. **Execution of Affidavit and Release**: By entering, each entrant agrees that if selected as a winner, he/she will sign an affidavit of eligibility and publicity release (where legal) and a waiver of liability. The prize will be forfeited and awarded to another entrant if the winner does not execute and return the prepared form of affidavit, release and waiver within ten (10) days of prize notification, or if the selected winner is not eligible in accordance with these rules. One (1) prize per person.
- c. **Release Station and Sponsor of Liability**: By entering, entrants agree to release Whirlpool Corporation, and their officers, directors, employees and agencies from any claim, loss, liability, damage or injury of any kind arising from their participation in the contest or their receipt or use of the contest prize.
- d. **No Prize Substitutions**: No cash substitute or transfer of prizes is available; however, contest sponsors may, at their discretion, substitute prizes of equal or greater value. Prizes are not transferable.
- e. **Taxes**: Federal, state and local taxes, if any, are the sole responsibility of the winner, who will receive a 1099 tax form reflecting the actual value of any prize valued at \$600 or more.
- f. **Entry Submissions**: For protection of the submitter, appliance or appliance component ideas that are submitted will be disqualified.

9. MISCELLANEOUS:



- a. Sponsor shall have all rights to publicize the winners' ideas, photos and entries.
 - b. By submitting an entry, participant agrees to be bound by these Official Rules.
 - c. Entry constitutes permission to use winners' name and likeness and entries for publicity purposes without further compensation (except where prohibited by law). Winners agree to be available for media interviews.
 - e. Sponsor and their promotional and advertising agencies shall have no liability and shall be released and held harmless by participant(s) for any damage, loss or liability to person or property, due in whole or part, directly or indirectly, by reason of the acceptance, possession, use or misuse of prize or participation.
 - f. Any and all disputes, claims and causes of action arising out of or connected with this contest, or any prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration. Claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this contest, but in no event attorney's fees.
 - g. Offer void where prohibited and subject to federal, state and local laws.
10. **FOR ADDITIONAL INFORMATION** about the contest or additional copies of the entry form, e-mail Trish Taylor at MotherOfInvention@peppercom.com. Or visit Whirlpool on the Web at <http://www.whirlpool.com/moms>.
11. **WINNERS LIST:** Send a self-addressed, stamped, business size (#10) envelope to:
2008 Whirlpool Brand Mother of Invention Grant
c/o Trish Taylor, 2000 North M63, MD 3110
Benton Harbor, MI 49022
Requests must be received by 8/4/08.
12. **SPONSOR:** Whirlpool Corporation, 2000 North M63, Benton Harbor, MI 49022.