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Whirlpool Corporation To Demonstrate Industry Commitment At International Builders' Show

Whirlpool, Maytag, KitchenAid, Jenn-Air and Gladiator Brands to Outfit Fully Furnished Show Village Homes

BENTON HARBOR, Mich., Jan. 20, 2015 /PRNewswire/ -- Whirlpool Corporation, the world's leading manufacturer of major home appliances, will demonstrate its commitment to the homebuilding industry at the International Builders' Show (IBS) Jan. 20-22 in Las Vegas. Attendees will experience the broad portfolio of brands featuring a wide array of appliances within the context of three distinct living spaces in Show Village, located outside the main entrance of the Las Vegas Convention Center.

"Whirlpool Corporation has a long history of understanding and fulfilling the needs of the homebuilding industry through product innovation and strong, sustainable relationships," said Bob Bergeth, general manager of builder sales at Whirlpool Corporation. "By incorporating consumer insights, Whirlpool Corporation develops products for its trade customers that are designed to satisfy the needs of every project and every homebuyer."

Whirlpool Corporation, the No. 1 selling major appliance manufacturer in the world, will have its portfolio of brands on display within Show Village as part of three living spaces - the traditional and modern homes as well as the Ultimate Kitchen. Maytag® brand kitchen and laundry appliances, each featuring a 10-year limited parts warranty¹, will be featured in the two-story traditional home. The modern home, offering the latest in advanced building products and materials, will showcase Whirlpool® brand kitchen and laundry appliances, including the new ventless Whirlpool® 7.3 Cu. Ft. HybridCare™ Du@tDryer with Heat Pump Technology (WED99HEDW) and the 5.8 Cu. Ft. Slide-In Gas Stove with TimeSavor™ Convection (WEG730H0DS) with the Flex Install (FIT) System. The Ultimate Kitchen will offer visitors a kitchen display emphasizing luxury with Jenn-Air® appliances at its core.

In addition to the three living spaces, Whirlpool Corporation will showcase Gladiator® GarageWorks, a leader in garage organization products, within a standalone garage in Show Village.

"Whirlpool Corporation understands what matters most to today's homebuilder and our role as a supplier in the building process," Bergeth said. "Our uniquely differentiated portfolio of brands is an asset for our trade customers, matched only by our commitment to the goal of manufacturing and delivering quality appliances to every home in America."

The 2,468-square-foot, two-story traditional home was adapted for a mountain application near Park City, Utah, where it will be permanently relocated after IBS. The two-story, 2,200-square-foot modern home, described as neighborhood friendly but reflective of a contemporary set of values, was designed by architect Toby Long. After IBS, the home will be relocated to a permanent location in El Granada, California. Both Show Village homes were built by Spanish Fork, Utah-based Irontown homes.

It was important for Whirlpool Corporation to display product as they would appear within real living spaces, Bergeth added. "We chose Show Village because it enabled us to showcase our products in the spaces they were designed to enhance."

The all-new, 600-square-foot Ultimate Kitchen in Show Village was designed with functionality in mind and the kitchen as the primary focus. The cohesive display is the work of the 2014 KBIS Best Kitchen Design winner, Tim Scott, of XTC Design Inc.

In addition to the Ultimate Kitchen in IBS Show Village, Jenn-Air® appliances will be featured at the Kitchen & Bath Industry Show (KBIS), held in conjunction with IBS Jan. 20-22 in Las Vegas. The brand will be on display in a kitchen setting, part of the FutureHAUS research project, which emphasizes the future of kitchen design and construction. The exhibit will be located in the Las Vegas Convention Center South Hall S9005 as part of KBIS NeXT™.

For more information about Whirlpool Corporation, its portfolio of brands and other offerings for industry professionals, visit www.insideadvantage.com.

Inside Advantage is designed exclusively for professionals to facilitate the designing, building and remodeling process for any project involving major appliances. Backed by the Whirlpool Corporation depth of consumer insight and supported by its strong

portfolio of brands, Inside Advantage helps designers, builders and remodelers create more livable spaces. Sales support materials and logistical services are readily available to Inside Advantage members.

ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation is the world's leading global manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2013, 69,000 employees, and 59 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. We earn the trust of consumers in nearly every country by focusing on what matters most. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.

1 Visit Maytag.com for warranty details

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/whirlpool-corporation-to-demonstrate-industry-commitment-at-international-builders-show-300023104.html>

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