Whirlpool Corporation Shows the Washing Machine Some Tender Loving Care

New Affresh(R) Washer Cleaning Kit Curbs High-Efficiency Washer Odor

BENTON HARBOR, Mich., Aug. 25 /PRNewswire-FirstCall/ -- Each year, millions of consumers choose to purchase high-efficiency (HE) washers, seeking unmatched capacity, water and energy savings and superior cleaning abilities. To help these washer owners regularly maintain their machines, Whirlpool Corporation (NYSE: WHR) introduces the Affresh® washer cleaning kit with Power Puck™ tablets and Grit Grabber™ cloths.

Affresh® washer cleaning tablets were first introduced in September 2007. Now, Whirlpool introduces the next generation of the washer cleaner -- the Affresh® washer cleaning kit. The kit includes Power Puck™ tablets and Grit Grabber™ cloths to more effectively remove and prevent odor-causing residue than using bleach alone. The Power Puck™ tablets use oxygenated bubbling action to penetrate and remove residue that can accumulate where it is hard to reach -- behind the washer drum. The specially formulated Grit Grabber™ cloths give consumers added power to clean where they can reach by breaking up residue around the rubber door seal and detergent dispenser and locking it into the cloth.

"While not every washer will experience odor, it's possible in all washers. Due to their efficient design, modern HE machines seal more tightly and use less water than older, less efficient washers which increases the potential for residue to build-up," said Mary Zeitler, home economist for the Whirlpool Institute of Fabric Science. "Just like a high-performance sports car needs an oil change, HE machines need routine maintenance every 30 days for peak performance. Even non-HE washers can benefit from regular TLC with Affresh®."

Odor may occur when residue from detergents, lint, sloughed off skin cells and soil accumulates in areas of the washer where water cannot rinse. The new Affresh® kit offers a comprehensive approach to odor-causing residue by enabling consumers to clean both around the washer door and hard-to-reach areas behind the washer drum. Use of the new Affresh® kit should not replace routine washer maintenance recommended in the washer's Use and Care Guide. Routine measures such as leaving the door open after each load and using only high-efficiency detergents in the proper amount can also help reduce the occurrence of odor.

The Affresh® washer cleaning kit includes three septic system-safe Power Puck™ tablets and six pre-moistened hypoallergenic Grit Grabber™ cloths and is packaged in a reusable container to make routine maintenance a snap. It is available at retailers nationwide with an MSRP of $10.99. For more information, please visit www.affresh.com.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately $19 billion, more than 73,000 employees, and more than 70 manufacturing and technology research centers around the world. The company markets *Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, 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.

CONTACT:
Audrey Reed-Granger
Whirlpool Corporation
+1-269-923-7557
Audrey_Reed-Granger@Whirlpool.com
or
Alyson Buck
Peppercom for Whirlpool
+1-212-931-6122
abuck@peppercom.com