



## **Whirlpool Corporation Named One of the Most Reputable Companies in the United States for the Fifth Consecutive Year**

BENTON HARBOR, Mich., April 5, 2012 /PRNewswire/ -- Whirlpool Corporation (NYSE: WHR) has been named one of the Most Respected U.S. Companies by *Forbes* magazine and the Reputation Institute. Whirlpool has been included as one of the Most Respected Companies five years in a row.

(Logo: <http://photos.prnewswire.com/prnh/20040202/DETU004LOGO> )

In the seventh annual survey conducted by the Reputation Institute, U.S. consumers placed Whirlpool 37th on the list of the largest 150 U.S.-headquartered companies based on revenue.

"It is an honor to be named one of the most respected companies in the U.S. for the fifth consecutive year," said Jeff M. Fetting, chairman and CEO of Whirlpool Corporation. "Whirlpool Corporation's values and ideals allow us to continuously provide innovative products and trusted brands that meet consumer needs, conduct business with integrity, and work to improve the communities in which we do business. These principles have been a staple in the company's 100 year history and will continue to move our company forward."

The Reputation Institute focuses on seven dimensions of corporate reputation, which include Workplace, Governance, Citizenship, Financial Performance, Leadership, Products & Services and Innovation. The analyses of these dimensions prove that company perceptions outweigh product perceptions when it comes to driving behaviors.

The Most Respected list is determined by Reputation Institute's U.S. RepTrak™ Pulse Study of consumers. This study measures the 150 largest independent U.S. public and mutual companies by revenue that are familiar to the general public. The U.S. RepTrak™ Pulse score measures corporate reputation by calculating the average perception of four indicators: trust, esteem, admiration, and good feeling. These perceptions are obtained from a representative sample of at least 100 U.S. respondents who are familiar with the company. These ratings are based on 10,198 responses from online consumers in the first quarter of 2012. More information on the Most Respected Companies can be found at [ReputationInstitute.com](http://ReputationInstitute.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 in 2011, 68,000 employees, and 66 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>.

SOURCE Whirlpool Corporation

News Provided by Acquire Media