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Whirlpool Corporation Signs Multi-Year Agreement With Dan Ryan Builders

BENTON HARBOR, Mich., March 26, 2015 /PRNewswire/ -- Whirlpool Corporation, the number one selling major appliance manufacturer in the world, has signed a three-year agreement with Dan Ryan Builders, one of the nation's leading private homebuilders, as their exclusive supplier of home appliances, effective May 1, 2015.

Under the new agreement, Dan Ryan Builders' customers will be able to choose from a diverse selection of popular Whirlpool brand and premium KitchenAid brand appliances to meet the individual needs of their homes. Every project and every homeowner is unique and Whirlpool Corporation offers differentiated appliance brands, including Whirlpool and KitchenAid, to suit every homeowner lifestyle. Each brand in the strategic portfolio is designed with a specific homeowner in mind to help provide them the complete home experience they desire. More than 80 percent of the appliances Dan Ryan Builders will offer homebuyers from Whirlpool Corporation are built in the United States.

"We're excited that two trusted industry leaders, with reputations for quality, have partnered together in order to provide homeowners with the best designs, products and services available in new homes. Customers can now easily choose from an unmatched portfolio of kitchen and laundry appliance brands built for today's consumers," said Bob Bergeth, general manager, builder sales at Whirlpool Corporation. "We are looking forward to the benefits this agreement will provide to Whirlpool Corporation, Dan Ryan Builders and the American homebuyer."

Celebrating their silver anniversary, Dan Ryan Builders has been building dreams for 25 years. Dan Ryan Builders is a top 20 private homebuilder and is No. 39 on Builder Magazine's "Builder 100" list. The company has built and delivered nearly 10,000 homes with customer satisfaction scores of 93 percent. Currently, they operate in six states: Maryland, Pennsylvania, Virginia, West Virginia, North Carolina and South Carolina.

"Our mission is to offer the best value in home ownership which is why we chose Whirlpool Corporation. Because they have appliances that meet the demands of every homebuyer, we can deliver quality and value to all our homebuyers," said Dave Edwards, vice president of production, Dan Ryan Builders. "It also makes good business sense as Whirlpool Corporation has the support and operational capabilities to simplify the selection process and provide on-time delivery, helping our customers build their dream home."

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 Dan Ryan Builders

Dan Ryan Builders has been a leading homebuilder throughout the Mid-Atlantic and Southeast regions since 1990. A mid-sized, privately held company, Dan Ryan Builders is #39 on the Builder Top 100 list. Currently, they build and develop communities in six states and seven metro markets. For more information on Dan Ryan Builders, please visit www.danryanbuilders.com.

About Whirlpool Corporation

Whirlpool Corporation (NYSE: WHR) is the number one major appliance manufacturer in the world, with approximately \$20 billion in annual sales, 100,000 employees and 70 manufacturing and technology research centers throughout the world in 2014. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, Jenn-Air, Indesit and other major brand names in more than 170 countries. Additional information about the company can be found at whirlpoolcorp.com, or find us on Twitter at [@WhirlpoolCorp](https://twitter.com/WhirlpoolCorp).

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