Whirlpool Corporation Moves Holiday Rush Full Steam Ahead

Latest Trend Steams Up Laundry Rooms and Kitchens

BENTON HARBOR, Mich., Nov. 30 /PRNewswire-FirstCall/ -- Whirlpool Corporation (NYSE: WHR), the global appliance leader, declares steam this holiday season's hottest appliance trend. As consumers consider their big- ticket purchases, Whirlpool provides a look at steam-enabled products that can help get it all done this holiday season.

Steam has been around since the earth met the sun. It's completely natural, highly versatile and 100 percent biodegradable. Today, Whirlpool® steam products, which include washers, dryers, dishwashers and ovens, harness the power of steam to do everything from cleaning and cooking to sanitizing and shining.

"Whirlpool Corporation's new home-wide steam offerings are about solving the top problems consumers turn to their appliances for. During the holiday rush, those problems and appliance needs certainly are tested, "said John Alexander, VP and GM Brand Management, Whirlpool Corporation. "We are committed to being the first appliance manufacturer to truly bring home the benefits of steam. Consumers have already accepted and believe in the power of steam, and the company's new approach will help them improve efficiencies by saving time and relying less upon chemicals."

Steam Cycles in the Laundry Room

In the laundry room, Whirlpool utilizes steam to sanitize, break up tough stains, release wrinkles and remove odors. Whirlpool brand, which brought high-capacity front-load laundry to the U.S., was the first in Whirlpool Corporation's brand portfolio to introduce the benefits of steam to the laundry room with the October 2007 launch of the Duet® Steam pair. This will lead the way for more brand introductions that help consumers get more done through the seamless marriage of steam, style and eco-efficiency.

Whirlpool brand: The Duet® Steam pair is available at national retailers in Aspen green and white with an MSRP of $1,499-1,599 for the washer and $1,199-1,299 for the dryer. Visit www.whirlpool.com for more information.

Steaming Up the Kitchen

Whirlpool Corporation brought steam into the kitchen to make glassware sparkle, release oven soils with ease and retain moisture in meats. From steamy dishwashers to trendy ovens, Whirlpool brand's portfolio is focused on bringing the power of steam to daily kitchen chores.

Maytag: The new industry-leading Maytag brand dishwashers with SteamClean option get glassware clean the first time, every time. They have a suggested retail price of $849 to $949 and are available at appliance centers and home improvement stores. Visit www.maytag.com to learn more.

Jenn-Air: The SteamClean dishwasher is available in Euro-Style Stainless steel and Black and White finishes for suggested retail price ranging from $899 to $1,049. The dishwasher features an integrated, electronic touch control panel for a sleek, seamless exterior look, a stainless steel interior, an UltraClean wash system and start/delay options. Visit www.jenn-air.com to learn more.

KitchenAid: KitchenAid is the only manufacturer to offer steam assist and convection technology in full size built-in convection wall ovens and full size dual fuel convection ranges. Suggested retail prices range from $2,699 to $4,299 and $4,249 to $6,449, respectively. Visit www.kitchenaid.com to learn more.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately $18 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.

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