Whirlpool Corporation and Habitat for Humanity Unveil 2010 Whirlpool(R) Building Blocks Program

BENTON HARBOR, Mich., May 5, 2010 /PRNewswire via COMTEX/ --Whirlpool Corporation (NYSE: WHR), the world's largest manufacturer of home appliances, and Habitat for Humanity® International announce locations for the 2010 Whirlpool® Building Blocks program, the company's signature annual community home-building initiative. In 2010, homes will be built in Findlay, Ohio; Williamsburg, Iowa; Benton Harbor, Mich.; Cleveland, Tenn.; and, Yakima, Wash. Homes also will be built on university campuses as part of the company's goal to foster the spirit of giving back in the next generation by involving college students in the program.

Now in its fifth year, Whirlpool® Building Blocks is expanding to build more capacity for Habitat's mission to create affordable housing and increase opportunities for volunteer engagement. In place of the one-city blitz build format from previous years, builds will take place in communities in which Whirlpool Corporation has manufacturing, customer service and administrative offices, positively impacting areas in which the company operates.

"Through our relationship with Habitat for Humanity, it's been our mission to give back to the communities in which our consumers and employees live, work and raise their families," said Jeff Noel, corporate vice president, Communications & Public Affairs, Whirlpool Corporation. "The partnership is ingrained in our culture at every level, and we want to take the opportunity to recognize our workforce for their dedication and continued support of these efforts."

In total, 36 Habitat homes have been built with partner families in Nashville, Phoenix, Dallas and Atlanta as part of the Whirlpool® Building Blocks program, which was created in 2006 as an extension of Whirlpool Corporation's support of Habitat. The company's overall commitment to Habitat also includes sponsorship of and participation in Habitat's Jimmy and Rosalynn Carter Work Project and the donation of a range and ENERGY STAR®-qualified refrigerator to every new Habitat home built in the United States, totaling more than 110,000 appliances to date. Additionally, in 2011 Whirlpool Corporation will support every Habitat home built globally, either through home sponsorship, product donation or volunteerism.

"Whirlpool Corporation is an exemplary corporate partner that continually seeks innovative ways to support the work of Habitat for Humanity," said Jonathan Reckford, CEO, Habitat for Humanity International. "A program such as the Whirlpool® Building Blocks community build is just one example of the company's varied and creative support of Habitat's mission. We are grateful for all the ways that Whirlpool Corporation - and its employees - help strengthen families, and we are excited about what the next phase of the partnership holds."

Details regarding build dates, university campus build locations and volunteer opportunities will be posted to the Whirlpool brand Web site and the Whirlpool® Building Blocks Facebook page when available.

For more information, visit www.facebook.com/whirlpoolbuildingblocks or www.whirlpool.com/habitat.

About Habitat for Humanity International

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built, rehabilitated, repaired or improved more than 350,000 houses worldwide, providing simple, decent and affordable shelter for more than 1.75 million people. For more information, or to donate or volunteer, visit http://www.habitat.org/.

About Whirlpool Corporation

In 10 years of partnership with Habitat for Humanity®, Whirlpool Corporation has donated more than 110,000 ranges and ENERGY STAR® qualified refrigerators to new Habitat homes built in North America, serving 55,000 families. The company has sponsored more than 100 homes around the world and served nearly 10,000 families in Europe alone. Additionally, Whirlpool has donated more than 10,000 products to Habitat ReStores and has engaged more than 6,000 employee volunteers. A proud sponsor of the Jimmy and Rosalynn Carter Work Project since 2003, the value of the company's commitment to Habitat nears $63 million. With active partnerships in 22 countries, Whirlpool plans to support every new Habitat home built globally by 2011, through product donations, cash or volunteerism. For more information, go to

http://www.whirlpoolcorp.com/responsibility/building_communities/habitat_for_humanity.aspx

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately $17 billion in 2009, 67,000 employees, and 67 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/.