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Alliance to Save Energy Names Whirlpool Corporation Innovative Star Award Recipient for Smart Grid Home Appliances

BENTON HARBOR, Mich., Oct. 3, 2013 /PRNewswire/ -- Whirlpool Corporation (NYSE: WHR), the world's largest manufacturer of home appliances, received the Innovative Star award from the Alliance to Save Energy during the Star of Energy Efficiency awards reception last night at the Andrew W. Mellon Auditorium in Washington, D.C.

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

The Star of Energy Efficiency awards are given to individuals, organizations, companies, learning institutions and government programs that have demonstrated a significant and tangible commitment to the cause of energy efficiency both in the United States and abroad. Whirlpool Corporation was named the 2013 Innovative Star award recipient for introducing a new line of Smart Grid home appliances that will provide technology to help consumers avoid peak energy use times, maximize energy efficiency and reduce energy costs.

"This award acknowledges the importance of Whirlpool's Smart Grid appliances for consumers and the overall energy savings for society. It also recognizes the ongoing stream of innovation for which Whirlpool Corporation has been known for more than a century," said Christian Gianni, Senior Vice President, Engineering and Technology, Whirlpool Corporation.

Added Gianni: "With the collaboration of the Department of Energy, the Environmental Protection Agency and ENERGY STAR program, as well as organizations like the National Resources Defense Council, we have been able to dramatically improve the efficiency of many of our appliances. For example, our latest refrigerators consume less energy than a 60W light bulb and are 50 percent more efficient than refrigerators from only 13 years ago. Whirlpool believes that the world's environmental issues must be addressed in a comprehensive way in partnership with businesses, government and organizations such as the Alliance to Save Energy."

"Year after year Whirlpool inspires us with their creativity and passion to take energy efficiency to new heights," said Alliance President Kateri Callahan. "I am honored tonight to celebrate their leadership and vision in driving energy efficiency into our homes. This prestigious award adds another notch onto Whirlpool's already brilliant history of innovation."

To continue to reduce the environmental footprint of major home appliances, Whirlpool Corporation introduced the first-ever suite of Smart Grid-enabled appliances. Smart Grid appliances are a viable approach to cutting peak energy demand and improving the reliability of the electrical grid. Smart appliances are able to automatically modify energy consumption to avoid peak or costly time periods, saving consumers money, whether the appliance is hooked up to a smart meter or not. Not only will consumers save money, but by leveraging the power of smartphones and tablets, consumers' daily chores will become even easier and simpler.

Environmental responsibility has been core to Whirlpool Corporation's values for more than 100 years. Whirlpool understands its impact on the environment includes its products and how they are used in homes around the world. The company continues to champion voluntary industry standards to promote resource conservation without compromising consumer expectations on the performance of their home appliances.

About Whirlpool Corporation
Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately $18 billion in 2012, 68,000 employees, and 65 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.

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