



Celebrate 100 Years of Innovation With Whirlpool Corporation

Global Appliance Leader Partners with Good Housekeeping for 100-Hour Birthday Bash

BENTON HARBOR, Mich., Nov. 2, 2011 /PRNewswire/ -- Founded on Nov. 11, 1911, Whirlpool Corporation (NYSE: WHR) is celebrating 100 years of changing and improving your home. To officially mark a century of innovation, Whirlpool brand, the corporation's flagship brand, is partnering with *Good Housekeeping* to host a 100-hour touring birthday party in the New York area.

(Logo: <http://photos.prnewswire.com/prnh/20101108/CL95574LOGO>)

From Nov. 2 through Nov. 11 from 10 a.m. to 8 p.m., consumers are invited to celebrate with Whirlpool and experience the latest in kitchen appliance innovations. Visitors to the birthday cake inspired truck will receive party favors and delicious treats courtesy of Whirlpool brand and *Good Housekeeping*. In addition, visitors can enter for a chance to win a new Whirlpool® kitchen suite and other prizes.

"*Good Housekeeping* is the go-to resource for families who value tools that help run an efficient home," said Monica Teague, senior manager of brand experience for Whirlpool Corporation. "Combined, Whirlpool and *Good Housekeeping* have more than 200 years of experience making the home a more comfortable place to live. We're thrilled to be celebrating our 100th birthday with such an iconic partnership."

The 100-hour birthday party will travel to various locations in and around Manhattan including local Lowe's stores in Brooklyn and Staten Island. To find the party truck locations, visit Whirlpool on [Facebook](#) and [Twitter](#) or go to www.goodhousekeeping.com/promotions.

In addition, the celebration will continue with the giveaway of a limited 100th anniversary Whirlpool® Duet® laundry pair — one of only two made! Visit us on [Facebook](#) for a chance to win starting on Nov. 8, 2011.

About Whirlpool Brand

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion in 2010, 71,000 employees, and 66 manufacturing and technology research centers around the world. Whirlpool brand recognizes that consumers lead busy, active lives and continues to create solutions that help consumers optimize productivity and efficiency in the home. In addition to designing appliance solutions based on consumer insight, Whirlpool brand is dedicated to creating ENERGY STAR® qualified appliances like the new Duet® washer and dryer (model 9750), the industry's most resource efficient laundry pair, overall efficiency based on equal weighting of cycle time and energy usage. Whirlpool is one of Habitat for Humanity's largest corporate partners, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool brand please visit www.whirlpool.com or find us on Facebook at www.facebook.com/whirlpool. Additional information about the company can be found at www.whirlpoolcorp.com.

About Whirlpool Corporation's 100th Anniversary

Founded on Nov. 11, 1911, Whirlpool Corporation has influenced home and family life during the last century. The company is driven by the belief that everyone needs a comfortable place to call home and has a 100 year history of creating better ways of cooking, cleaning, refrigerating and storing. Whirlpool Corporation is focused on improving lives one person, one family, one home, one community at a time.

SOURCE Whirlpool Corporation

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