Whirlpool Corporation's Michael Todman and Charles Jones to Speak at @issue Business and Design Conference

Todman and Jones to discuss how design helps drive the company's business success

BENTON HARBOR, Mich., April 17 /PRNewswire-FirstCall/ -- Whirlpool Corporation (NYSE: WHR) announced that Michael A. Todman, president, Whirlpool North America and Charles L. Jones, vice president of Global Consumer Design will speak at the @issue Business and Design Conference in New York, N.Y., at 10:45 a.m. on Tuesday, April 29, 2008.

At Whirlpool Corporation, design is intrinsically tied to the success of the company. Design helps ensure that the company's innovative products appeal to and meet consumers' changing needs and help to drive sales. Product design is a critical factor in Whirlpool Corporation's approach to differentiating its products in the marketplace.

"At Whirlpool Corporation, we believe that great design is based on a deep and clear understanding of consumer needs and the ability to deliver a great consumer experience," said Todman. "Our commitment to design is based on a solid understanding of the value of design to business performance."

Todman and Jones will share insights into how Whirlpool connects design to its business strategy and how the company's shift in its approach to design has positively impacted the company's growth. They also will explain how Whirlpool uses design to create a visual "language" that differentiates each of its global brands.

Since 1999, Whirlpool Corporation's Global Consumer Design department has successfully demonstrated the positive impact design can have on the company's business performance. This success has led to the company's increased commitment to design, which is based on a clear understanding by upper management of the impact design can have in driving revenue.

Whirlpool Corporation was recently recognized for its product designs by several third-party organizations including:

- Spark Award for the Whirlpool brand Duet laundry pair with steam technology. The laundry pair reflects Whirlpool Corporation's new visual brand language that was created to leverage the brand to create brand-appropriate user experiences.
  - The "water drop" shape of the Duet door and control area were developed as a visual metaphor for clean and fresh. The bowed surfaces were used to create slightly feminine qualities that appeared to cradle the clothes inside.
- Appliance Design magazine awarded Whirlpool Corporation Gold for its KitchenAid brand Architect Series II built-in double oven, Silver for its Whirlpool brand Duet steam washer and Bronze for its KitchenAid brand Architect Series II built-in refrigerator and Maytag brand EpicZ washer in arctic blue.
  - With clean lines and chiseled surface details, the KitchenAid brand Architect Series II built-in oven and refrigerator offer a strong visual expression of KitchenAid brand's commitment to outstanding craftsmanship.
  - The EpicZ washer's robust lines and heavy-duty components emphasize Maytag brand's commitment to building the longest-lasting washers on the market. The arctic blue color compliments the latest interior design trends and increasing consumer interest in designer colors for appliances.
- Good Design Award for the KitchenAid brand blender and toaster.
  - The blender is designed to meet the high expectations of KitchenAid consumers and offers a 56 ounce polycarbonate jar, a powerful motor housed in heavy die-cast metal base and seamless clean-touch controls.
  - The toaster offers high-performance and features in a strong design, which helps bridge the gap in the toaster market between feature-driven and luxury-driven, by offering the best of both.

Todman was named president, Whirlpool North America in June 2007. He has been a member of the board of directors of Whirlpool Corporation since January 2006. Prior to his current assignment, Todman was President, Whirlpool International, a position he assumed in December 2005. Todman began his career with Whirlpool in 1993 as director, Finance, United Kingdom.

Jones joined Whirlpool in 1995 as a leader in the Advanced Product Concepts group. He is currently the vice president of Global Consumer Design at Whirlpool Corporation and oversees a global staff of industrial designers, product engineers, anthropologists, interaction designers, design strategists and human factors engineers.

The Third Annual @issue Business and Design Conference will focus on a series of business success stories that illustrate the role of design in increasing market share and profit while improving the quality of life. It is organized by the Corporate Design Foundation, a non-profit education and research organization that was founded on the belief that design can make a major contribution to both an individual's quality of lie and to a corporation's success. Additional information about the Corporate Design Foundation can be found at www.cdf.org.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with 2006 annual sales of approximately $19 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.

CONTACT:
Monica Teague of Whirlpool Corporation
+1-269-923-7405
Monica.Teague@Whirlpool.com