



July 30, 2015

## **/CORRECTION -- Whirlpool Brand/**

In the news release, Whirlpool® Debuts the Brand's Most Flexible Refrigerator Ever to Care for Any Family, issued July 30, 2015 by Whirlpool Brand over PR Newswire, we are advised by the company that the first paragraph, fourth sentence, should read "Double Drawer French Door Refrigerator" rather than "Double Drawer French Drawer Refrigerator" as originally issued inadvertently. The complete, corrected release follows:

### **Whirlpool® Debuts the Brand's Most Flexible Refrigerator Ever to Care for Any Family**

#### **Award-Winning Double Drawer French Door Refrigerator Redefines Storage**

BENTON HARBOR, Mich., July 30, 2015 /PRNewswire/ -- No two families are alike. They have more needs now than ever, whether it's extra snack drawers for small kids, special foods to meet changing dietary needs or even extra storage space. That is why Whirlpool® (NYSE: WHR) is introducing its most flexible refrigerator ever<sup>1</sup>. The **26 cu. ft. Double Drawer French Door Refrigerator** has nine purposefully designed storage zones including two self-closing refrigerator drawers to provide what families want most - more room to store and organize.



The nine storage zones comprise the **PerfectPlaces™ System** creating a special place for every family staple -from easily accessible frozen pizzas in the pizza pocket to tuck-shelves that adjust to fit taller pitchers of juice. Whirlpool brand's most flexible refrigerator ever<sup>2</sup> also offers **two self-close refrigerator drawers**, providing endless possibilities. The left drawer is temperature-controlled, with five settings, including one for thawing frozen meats. The same space can also function as a zone to keep food separate for those family members with allergy sensitivities. Plus, the drawer easily lifts out for fast cleaning. With the **FreshFlow™ produce preserver**, the right drawer is ideal for storing fruits and vegetables.

The **StoreRight™ system** keeps food fresh and helps reduce freezer burn, with advanced dual cooling technology that senses conditions and automatically adapts humidity levels, keeping food fresher longer and removing trips to the store.

"Everything we do is inspired by how families care, day in and day out, including how we design our products," said Jon Hall, senior brand manager, Whirlpool Brand. "Consumers challenged us to get the most storage and organization possible while also keeping everything in clear view. This refrigerator delivers that and more."

Available in select models, families who often entertain now have the option to add **Dual Ice makers**, which make more than twice the ice<sup>3</sup>, while the **Under-Lit Shelves** provide 50% more brightness under the shelves to reduce shadows and help keep everything in full view.

The **26 cu. ft. Double Drawer Refrigerator** (WRV996FDE) earned the title of Innovations Honoree at the 2015 Consumer Electronics Awards. The refrigerator is now available at retailers nationwide in Stainless Steel, White Ice and Black Ice, with a starting Manufacturer's Suggested Retail Price (MSRP) of \$3,299.00.<sup>4</sup> For more information, check out the new refrigerator on [Whirlpool.com](http://Whirlpool.com).

#### **About Whirlpool Brand**

For more than one hundred years, Whirlpool brand has been inspired by how people care for their families. Whirlpool brand is

designing home appliances that are focused on improving how families give and get the care they need with the latest technologies and innovations- whether that means most flexible refrigerator storage for all types of family needs, induction technology for efficient cooking and easier cleaning, or laundry pairs that sense and adapt to clothes with the latest in connected technologies. Whirlpool brand is part of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances. Whirlpool Corporation is also one of Habitat for Humanity's largest corporate partners for over 15 dedicated years, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool, please visit [whirlpool.com/everydaycare](http://whirlpool.com/everydaycare) or find us on Facebook at [facebook.com/whirlpoolusa](https://facebook.com/whirlpoolusa) or Twitter at [@WhirlpoolUSA](https://twitter.com/WhirlpoolUSA). Additional information about the company can be found at [whirlpoolcorp.com](http://whirlpoolcorp.com).

<sup>1,2</sup> Based on combined refrigerator and freezer storage options and adjustable features

<sup>3</sup> Compared to all Whirlpool french door refrigerators including WRX988SIB, WRF997SDD, WRF757SDE, and WRF736SDA with In-Door-Ice® system only

<sup>4</sup> Retailer alone determines actual price

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To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/whirlpool-debuts-the-brands-most-flexible-refrigerator-ever-to-care-for-any-family-300120973.html>

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