



Whirlpool Corporation Wins Another Victory Against LG

Federal Court Sides with Whirlpool on Use of the Word Steam

BENTON HARBOR, Mich., May 10, 2011 /PRNewswire/ -- Whirlpool Corporation (NYSE: WHR) today announced that the United States District Court in Chicago refused to award any relief to LG on the last remaining claim in a lawsuit filed by LG in 2008.

The Court found that "Whirlpool has established that its dryers do, in fact, use steam", and that "LG did not introduce expert testimony or credible evidence of even a single Whirlpool customer, retailer, or trade representative who expressed confusion."

The court's decision follows an October 2010 jury verdict that favored Whirlpool, and marks the third time in little more than a year that Whirlpool has prevailed against LG in court.

(Logo: <http://photos.prnewswire.com/prnh/20110404/NY75862LOGO>)

LG's lawsuit had sought to ban Whirlpool from using the word steam to describe its steam dryers. However, Whirlpool proved to the Court and jury that its steam dryers, from its Marion, Ohio factory, do in fact use steam.

Whirlpool's innovative "press of a button" technology combines existing heat resources with an automatic water mist, creating steam right inside the drum where the clothes are. At trial, Whirlpool demonstrated that its one-touch steam design was notably different than the LG system, which uses a manually-filled external water cartridge that must be replenished with cold water prior to each use.

"This decision by the Court" said Marc Bitzer, president, Whirlpool North America Region, "confirms the jury's verdict that consumers want choice and the kind of innovative laundry solutions Whirlpool has provided for 100 years. Our steam dryers, which provide more convenient steam performance and consumer benefits, are a perfect example of our leadership. This victory means consumers will continue to have a choice in purchasing their steam laundry appliances."

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$18 billion in 2010, 71,000 employees, and 66 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 www.whirlpoolcorp.com.

SOURCE Whirlpool Corporation

News Provided by Acquire Media