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Whirlpool Corporation Recognized By CIO Magazine Among CIO 100 Award Winners

Through collaboration with MasterCard, Clothespin™ puts the laundromat in the cloud

BENTON HARBOR, Mich., June 1, 2015 /PRNewswire/ -- IDG's [CIO magazine](#) has named Whirlpool Corporation as a recipient of the 2015 CIO 100 award. The 28th annual award program recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology (IT).



Whirlpool Corporation received the award after introducing Clothespin™, which connects Maytag commercial laundry machines (washers and dryers) through wireless cloud communications to smartphones and laundry equipment service providers. Clothespin™, powered by MasterCard solutions including MasterPass™, Simplify Commerce™ and Qkr!™, enable for time, fast, secure, and convenient electronic payments in the commercial laundry space.

"We're honored to see the innovative teams behind this project recognized with this award," said Mike Heim, Chief Information Officer, Whirlpool Corporation. "What makes this project novel is that the technologies—smartphones, online credit card payment systems, and connected devices—were all available. The innovation was to look at the problem through the eyes of both the consumer and operator, identify the benefits, and connect the technologies. The insights generated by getting all the right people in one place at the same time created a unique, first to market solution that drives value to our customers and our customer's customer."

"For 28 years, the CIO 100 awards have honored the innovative use of technology to deliver genuine business value," said Maryfran Johnson, Editor in Chief of *CIO* magazine & events. "Our 2015 winners are an outstanding example of the transformative power of IT to drive everything from revenue growth to competitive advantage."

The project was developed in a five-day development "sprint" in June 2014 by Whirlpool Corporation brand business and IT teams partnering with MasterCard Labs and launched in early 2015.

About Whirlpool Corporation

Whirlpool Corporation (NYSE: WHR) is the number one major appliance manufacturer in the world, with approximately \$20 billion in annual sales, 100,000 employees and 70 manufacturing and technology research centers throughout the world in 2014. The company markets *Whirlpool*, *KitchenAid*, *Maytag*, *Consul*, *Brastemp*, *Amana*, *Bauknecht*, *Jenn-Air*, *Indesit* and other major brand names in more than 170 countries. Additional information about the company can be found at WhirlpoolCorp.com, or find us on Twitter at @WhirlpoolCorp.

About the CIO 100

Recipients of this year's CIO 100 Award were selected through a three-step process. First, companies filled out an online application form detailing their innovative IT and business initiatives. Next, a team of external judges (many of them former CIOs) reviewed the applications in depth, looking for leading-edge IT practices and measurable results. Finally, *CIO* editors reviewed the judges' recommendations and selected the final 100.

Coverage of the 2015 CIO 100 Awards will be available online at CIO.com on August 1, 2015 and in the August issue of *CIO*

magazine.

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