PulteGroup Selects Whirlpool Corporation as New National Appliance Supplier

BLOOMFIELD HILLS, Mich., Sept 14, 2010 /PRNewswire via COMTEX/ --

PulteGroup, Inc. (NYSE: PHM), one of the nation's largest home builders, today announced it has selected Whirlpool Corporation (NYSE: WHR) as its exclusive appliance supplier effective as of October 1, 2010. Under this multi-year contract, Whirlpool Corporation will provide appliances to PulteGroup's Pulte Homes, Del Webb and Centex communities in 29 states and the District of Columbia. Terms of the agreement were not released.

"This contract is just the most recent benefit from the Company's strategic purchasing initiative resulting from last year's merger with Centex," said Deborah Wahl Meyer, senior vice president and chief marketing officer for PulteGroup. "In addition to this being a partnership between two Michigan-based companies with proud histories, Whirlpool Corporation offers products that align perfectly with PulteGroup's unique multi-brand strategy."

PulteGroup offers homebuyers branded products for every phase of life: Centex for entry-level buyers, Pulte Homes for move-up buyers and Del Webb for active adults. Whirlpool Corporation meets the upgrade and option needs of homeowners with brands that include Amana®, Whirlpool®, Whirlpool Gold®, KitchenAid® and Jenn-Air®.

Consumers purchasing a PulteGroup home now have the best of both worlds - a thoughtfully styled and reliably built home now outfitted with innovative Whirlpool Corporation appliances. This is an unbeatable value combination in today's marketplace.

"We are honored to work with a world-class corporation and industry leader," said Tom Halford, general manager, contract sales and marketing at Whirlpool Corporation. "We are thrilled to be the exclusive appliance supplier for all PulteGroup brands."

About Whirlpool Corporation

Celebrating its 100th anniversary in 2011, Whirlpool Corporation strives to exceed expectations with distinct and innovative home appliances. The Inside Advantage™ is designed to meet the needs of Whirlpool Corporation's building community customers. More than a program, The Inside Advantage™ provides trade customers with the strength of Powerful Brands, Innovative Products, Market Insight and Targeted Services, all from one company.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately $17 billion in 2009, 67,000 employees, and 67 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. For more information on Whirlpool Corporation and its offerings for building professionals, please visit *www.insideadvantage.com* or call 1-800-952-2537.

About PulteGroup

PulteGroup, Inc. (NYSE: PHM) based in Bloomfield Hills, Mich., is America's premier home building company with operations in 67 markets, 29 states and the District of Columbia. Celebrating its 60th anniversary in 2010, the Company has an unmatched capacity to meet the needs of all buyer segments through its brand portfolio that includes Pulte Homes, Centex Homes and Del Webb. In 2009, PulteGroup brands received more top rankings than any other homebuilder in the annual J.D. Power and Associates 2009 New-Home Builder Customer Satisfaction Study(sm).

For more information about PulteGroup, Inc. and PulteGroup brands, see www.pultegroup.com; www.pultehomes.com; www.centex.com; www.delwebb.com