



Whirlpool Corporation Unveils 100th Anniversary Logo

Employees Choose Winner from 40 Entries Submitted by Leading Global Agencies

BENTON HARBOR, Mich., Nov. 8, 2010 /PRNewswire via COMTEX/ -- Whirlpool Corporation (NYSE: WHR) unveils its 100th anniversary logo today, leading up to the start of a year-long celebration of the company's centennial. The new logo will be introduced at all of Whirlpool Corporation's locations throughout the world, and used in both external and internal communications. It will debut Thursday, splashed across the facade of the historic NYSE Euronext building in downtown New York, as Whirlpool Corporation chairman and chief executive Jeff M. Fettig rings the New York Stock Exchange's closing bell.

(Logo: <http://photos.prnewswire.com/prnh/20101108/CL95574LOGO>)

(Logo: <http://photos.prnewswire.com/prnh/20040202/DETU004LOGO>)

"The 100th Anniversary logo reflects Whirlpool Corporation's heritage, global reach and our eye towards the future," said Jeff M. Fettig, Whirlpool Corporation chairman and chief executive officer. "It's a fitting symbol of the core principles of integrity and perseverance set by Lou Upton, Emory Upton and Lowell Bassford when they introduced the first electric wringer washing machine in 1911. But while we have a proud history, this is really about looking forward to the next 100 years and how we will continue to influence home and family life for future generations."

Nearly 10,000 Whirlpool Corporation employees from operations spanning the globe voted in the logo contest, choosing the winner from among 40 entries submitted by more than a dozen international design and advertising agencies as part of a logo design competition.

The global, employee-selected winning design was created right in the company's hometown location of Benton Harbor/St. Joseph, Michigan. It was crafted by deZignwright, a business communications agency founded and based in Saint Joseph.

"We are honored to have our work selected to be part of this important global celebration," said Dennis Zmyslo, partner at deZignwright. "We strive to gain a deep understanding of each of our clients' businesses, and believe this truly came through in the logo we created for the Whirlpool Corporation 100th anniversary."

As Whirlpool Corporation enters its next century, the company is also introducing a refreshed corporate logo as part of the celebration.

About Whirlpool Corporation

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. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.

About Whirlpool Corporation's 100th Anniversary

Founded on November 11, 1911, Whirlpool Corporation has influenced home and family life during the last century. The company is driven by the belief that everyone needs a comfortable place to call home and has a 100-year history of creating better ways of cooking, cleaning, refrigerating and storing. Whirlpool Corporation is focused on improving lives one person, one family, one home, one community at a time.