



Whirlpool Corporation and Indiana University to Partner in Habitat for Humanity Campus Build

One-week build blitz is part of the 2010 Whirlpool® Building Blocks program

BLOOMINGTON, Ind., June 8, 2010 /PRNewswire via COMTEX/ --Game-day will also be build-day at Indiana University beginning September 25, 2010. Students and faculty from Indiana University (IU) and its Kelley School of Business, Habitat for Humanity of Monroe County, Habitat for Humanity International and Whirlpool Corporation (NYSE: WHR) employees will join together for a one-week campus blitz build culminating October 2 to fulfill the dream of homeownership for a low-income Bloomington family.

The build is part of the 2010 Whirlpool® Building Blocks initiative, Whirlpool Corporation's signature program with Habitat for Humanity. Since 1999, Whirlpool Corporation has supported Habitat in its mission to eliminate substandard housing and is one of the organization's largest corporate sponsors. Construction will take place on the north side of IU's football stadium, after which the home will be moved to its permanent location in Bloomington.

"With a poverty rate of 26 percent, the need for affordable housing in the area is critical," said Kerry Thomson, executive director of Habitat for Humanity of Monroe County. "Our mission is to provide and maintain meaningful and exciting opportunities for community, partnership, building and growth with partner families and volunteers alike, and the IU campus build will do that in a very powerful way."

In total, 36 Habitat homes have been built with partner families as part of the Whirlpool® Building Blocks program, which was created in 2006 as an extension of Whirlpool Corporation's support of Habitat.

"This project exemplifies the focus on civic engagement that is very much a part of Indiana University," said IU Bloomington Provost and Executive Vice President Karen Hanson. "The students, faculty and staff who take part in the campus building blitz are to be commended for working hard to support the housing needs of the Bloomington community. IU is proud to be part of this special partnership."

"The Kelley School and IU place a high priority on civic engagement. Our mission is to transform lives, organizations and communities through education and research," said Daniel C. Smith, dean of IU's Kelley School of Business. "Through our emphasis on outreach and service, our students develop a hands-on appreciation of how they can make a positive impact in the community. The Kelley School is home to the student organization, Civic Leadership Development, in which close to 1,000 Kelley students are given the platform to provide volunteer service to both local and international organizations and communities. This campus build with Whirlpool and Habitat for Humanity further supports this culture of learning through voluntarism. We are certainly proud to be part of this initiative and grateful for Whirlpool Corporation's support."

The build dates encompass back-to-back home games with the University of Akron and the University of Michigan. A presentation of the keys to the new homeowners is planned to take place at halftime of the October 2, 2010, IU vs. University of Michigan game.

"Whirlpool Corporation is proud of its 10-year partnership with Habitat for Humanity," said Jeff Fettig, a graduate of IU's Kelley School of Business and chairman and chief executive officer, Whirlpool Corporation. "We are proud to sponsor and participate in the IU campus build, and are grateful to Indiana University and the Kelley School, participating student organizations, Monroe County Habitat for Humanity and Habitat for Humanity International for making it possible to make the dream of home ownership a reality for another Habitat family."

For more, visit www.whirlpool.com/habitat or www.facebook.com/whirlpoolbuildingblocks.

About Monroe County Habitat for Humanity

Habitat for Humanity of Monroe County is a nonprofit housing ministry dedicated to building decent, affordable housing in partnership with those in need in Monroe County, Indiana. Since 1988, this affiliate has built more than 95 homes in partnership with local families. For more information, visit <http://www.monroecountyhabitat.org/>.

About Indiana University Bloomington

Indiana University Bloomington is known internationally for outstanding research, as well as for the quality of its undergraduate and graduate programs. With 42,000 students from more than 125 countries, the campus offers a dynamic academic and cultural experience in a traditional campus environment that includes Big Ten sports and the Little 500 bicycle race. The campus has been called one of the "most wired" campuses in the United States because of its commitment to emerging technologies. For more information, go to <http://www.iub.edu/>.

About the Kelley School of Business

For nearly 90 years -- first in Bloomington and later in Indianapolis, online, and for top companies - IU's Kelley School of Business has prepared students to lead organizations, start companies, develop new products and services, and shape business knowledge and policy. Its programs are consistently ranked among the best in the nation, its faculty members are internationally recognized for their teaching and thought leadership and businesses worldwide hire its highly qualified graduates. A Kelley education is always innovative and relevant so that students, faculty, and 86,000 alumni can become even better businesspeople, innovators, and leaders. For more information, go to <http://www.kelley.iu.edu/>

About Habitat for Humanity International

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built, rehabilitated, repaired or improved more than 350,000 houses worldwide, providing simple, decent and affordable shelter for more than 1.75 million people. For more information, or to donate or volunteer, visit <http://www.habitat.org/>

About Whirlpool Corporation

In 10 years of partnership with Habitat for Humanity[®], Whirlpool Corporation has donated more than 110,000 ranges and ENERGY STAR[®] qualified refrigerators to new Habitat homes built in North America, serving 55,000 families. The company has sponsored more than 100 homes around the world and served nearly 10,000 families in Europe alone. Additionally, Whirlpool has donated more than 10,000 products to Habitat ReStores and has engaged more than 6,000 employee volunteers. A proud sponsor of the Jimmy and Rosalynn Carter Work Project since 2003, the value of the company's commitment to Habitat nears \$63 million. With active partnerships in 22 countries, Whirlpool plans to support every new Habitat home built globally by 2011, through product donations, cash or volunteerism. For more information, go to http://www.whirlpoolcorp.com/responsibility/building_communities/habitat_for_humanity.aspx

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/>.