



Fast Company Names Whirlpool Corporation One of the "World's 10 Most Innovative Consumer Products Companies"

BENTON HARBOR, Mich., April 26, 2011 /PRNewswire/ -- Whirlpool Corporation (NYSE: WHR) was recently named to *Fast Company* Magazine's World's 10 Most Innovative Consumer Products Companies list. Whirlpool ranked sixth on list. This is the second consecutive year Whirlpool has been named to the list.

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

Whirlpool has been widely recognized as an innovation leader both for embedding innovation throughout the company and its culture and for delivering breakthrough designs that solve unmet consumer needs. Whirlpool maintained its innovation investment during the economic downturn, generating more than \$3 billion in revenue from its innovation efforts in 2010.

"As we celebrate our 100th year in business, we are proud to be named one of the World's Most Innovative Consumer Products companies," said Jeff M. Fettig, chairman and CEO, Whirlpool Corporation. "Whirlpool believes innovation is a sustainable competitive advantage for our company and that this recognition reinforces the importance we have always placed on making innovative products consumers want, need and deserve."

Fast Company's editorial team evaluated information on thousands of businesses across the globe to create the World's Most Innovative Companies issue. *Fast Company's* Most Innovative Companies issue is available online at <http://www.fastcompany.com/MIC>.

About Fast Company

Fast Company is the world's leading progressive business-media brand, with a unique editorial focus on innovation in technology, ethnomics (ethical economics), leadership, and design. Written for, by, and about the most progressive business leaders. Editor Robert Safian was named AdWeek's Editor of the Year in 2009. Under the leadership of publisher Christine Osekoski, Fast Company made AdWeek's Hot List for three consecutive years, and FastCompany.com executive editor Noah Robischon has tripled traffic and revenue year over year. Fast Company is owned by Joe Mansueto, founder and owner of Morningstar, a leading provider of independent investment research.

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.

About Whirlpool Corporation's 100th Anniversary

Founded on November 11, 1911, Whirlpool Corporation's time- and labor-saving appliance innovations have influenced home and family life during the last century. Driven by the belief that everyone needs a comfortable place to call home, Whirlpool Corporation is focused on improving lives one family, one home at a time.

SOURCE Whirlpool Corporation

News Provided by Acquire Media