Whirlpool Corporation Honored With Two iF 2009 Product Design Awards for Glamour Oven and GREENKITCHEN Design Concept

GREENKITCHEN's second design accolade in two months

BENTON HARBOR, Mich., Dec 02, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Whirlpool Corporation has been honored with two iF Product Design Awards 2009 for its Whirlpool Glamour Oven and the GREENKITCHEN, a kitchen eco-system design concept. The announcement was made last week by the iF Industrie Forum Design GmbH., and represents GREENKITCHEN's second design award in the past two months, following its Gold SPARK Award, won in October 2008.

The Whirlpool Glamour Oven and GREENKITCHEN are an integral part of Whirlpool Corporation's European built-in strategy and both were presented at this year's edition of Eurocucina held at the renowned Salone del Mobile 2008 (the International Design and Furniture Fair 2008) held in Milan, Italy. The two iF accolades are a strong endorsement of the company's built-in design capabilities in Europe and evidence of a strong return on Whirlpool Corporation's investment in its world-class design portfolio. Whirlpool Europe will begin production and commercialization of the Glamour Oven in 2009.

"The iF Product Design Award for the Glamour Oven is further confirmation of Whirlpool's European built-in strategy, which has already enjoyed positive feedback from both trade and press. The strategy insists upon cutting-edge design, that defines and distinguishes the contemporary kitchen, and upon technological excellence that is an imperative for the kitchen of the future. We are delighted that GREENKITCHEN has won its second important design accolade in the past two months. The iF Product Design Award underlines the timeliness and relevance of Whirlpool Corporation's research and development strategy for Green Generation products -- from product development to product disposal. Whirlpool's Design team is making important inroads to support the critical business responsibility of environmental care and sustainability," said Jean-Pascal Rey, vice president, Brand Marketing Organization, Whirlpool Europe.

"We are thrilled to have won the iF Product Design Award for two important design projects. Less is more is the philosophy behind the Glamour Oven, personifying rigorous yet emotional design -- with edge. Its minimal design represents the result of our team's search for a sleek and elegant product that will delight and engage today's consumers. As for GREENKITCHEN, it tells the compelling story of sustainable living and eco-design to which the European design team is wholly committed. Its rationale is clear and its relevance, inescapable," added Alessandro Finetto, director, Global Consumer Design, Whirlpool Europe.

About iF Industrie Forum Design e.V. and iF International Forum Design GmbH

For over fifty years iF Industrie Forum Design e.V. has had its roots at the Hannover exhibition center. Launched in 1953 as the "Special Show for Well-designed Industrial Goods", this registered association -- as indicated by the German abbreviation "e.V." -- was expanded in 2001 to include a new operating arm: iF International Forum Design GmbH. This organization is now responsible for all iF business areas -- above all for staging the renowned iF award competitions. As an independent institution iF exercises a decisive mediating role between design and industry, fulfilling this function for many years now in an objective and reputable manner. This special capacity allows iF to make a significant contribution to the success of design services in an economic context as well as enhancing public awareness of the importance of design.

About Whirlpool Corporation

In addition to being included in BusinessWeek's "Best Places to Launch a Career," Whirlpool recently was named one of the "Top 20 Companies for Leaders" by FORTUNE magazine, one of the "World's Most Ethical Companies" by Ethisphere magazine, one of the "Top 50 Most Respected U.S. Companies" by the Reputation Institute, one of "25 Noteworthy Companies for Diversity" by DiversityInc magazine Inc. and it has received a score of 100% on Human Rights Campaign's Corporate Equality Index for the sixth year. Additionally, the company's Whirlpool brand was recently named one of the 10 top greenest brands by U.S. consumers, according to a BrandWeek magazine survey.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately $19 billion, 73,000 employees, and 69 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.