Builders Challenged to Join Largest Building Blitz in History; Habitat for Humanity and Builders Nationwide Unite to Build 1,000 Homes During Home Builders Blitz 2006

ORLANDO, Fla., Jan. 11 /PRNewswire-FirstCall/ -- Builders have the opportunity to join a massive nationwide effort to make affordable housing a reality during the 2006 International Builders' Show in Orlando at the Whirlpool Corporation (NYSE: WHR) booth. The effort, known as the Habitat for Humanity Home Builders Blitz 2006, partners Habitat for Humanity (HFH) with the building industry to build 1,000 homes across the nation, including homes in communities directly affected by recent hurricanes.

(Logo: http://www.newscom.com/cgi-bin/prnh/20040202/DETU004LOGO)

"The Home Builders Blitz will be quite a challenge, but an extremely exciting and worthwhile one. With the help of builders and manufactures from across the country, we can help create or restore hope for thousands of families more quickly than ever," said Kevin Campbell, national director of HFH's Home Builders Blitz.

While at the show, builders can learn more about becoming involved, register to join the Blitz and enter for a chance to win great prizes provided by Whirlpool Corporation and Habitat for Humanity. Three drawings per day will take place at the Whirlpool Corporation booth at 12 p.m., 2 p.m. and 4 p.m. on January 11-13, 2006. Attendees can enter for a chance to win:

- Whirlpool Duet Fabric Care System
- Whirlpool Velos SpeedCook Oven
- Whirlpool g2microven SpeedCook Appliance
- Habitat for Humanity Merchandise Gift Package -- each including a windbreaker, hat, mug, leather portfolio, tote bag and a Rite in the Rain Pad

  On Friday, January 13, Paige Hemmis from ABC's "Extreme Makeover: Home Addition" will be on site to sign autographs, take photos and assist with prize drawings throughout the day. As a spokesperson for Habitat for Humanity Home Builders Blitz 2006, Hemmis is dedicated to raising awareness of the mission to eliminate poverty housing. In 2005, Hemmis launched Tuff Chix™, (http://www.tuffchix.com), a line of workwear for women, which includes her famous pink belt.

  Additionally, Hemmis will host a live auction on Friday at 3 p.m., with proceeds going to support the Blitz. Items include:

  - A Reba McEntire VIP Weekend Getaway to Las Vegas
  - VIP NASCAR Weekend Package
  - Whirlpool Fabric Freshener signed by Maria Sharapova
  - Autographed pink tool belt from Paige Hemmis
  - Autographed New York Giants Football

- Home Builders Blitz 2006 Build Package (including transportation, lodging and meals) for a team of up to ten building pros to participate in the Blitz in New Orleans or other Gulf Coast community affected by recent hurricanes.

"We've seen amazing things happen with those involved with Habitat Blitz events. Not only does it change the lives of those who once struggled to find a safe, clean place to live, but it also changes the lives of the builders and manufactures who participate. It certainly has for Whirlpool Corporation," said Jeff Terry, Habitat for Humanity senior manager for Whirlpool Corporation. "Habitat has become a part of our company's DNA, and so many of our employees have been personally inspired and empowered through working with Habitat."

Home Builders Blitz 2006 building is scheduled to commence the week of June 5, 2006, when more than 700 Habitat homes will be built from start to finish in more than 175 communities throughout the United States. Additionally, builders are actively being engaged for rebuilding in hurricane- devastated areas where the remainder of the 1,000 homes will be built for those who have lost nearly everything.

For more information on the Home Builders Blitz, e-mail homebuildersblitz@habitat.org, call 800-422-4828 x4333, or visit http://www.homebuildersblitz.com. For more information about Whirlpool Corporation's commitment to Habitat for Humanity, visit http://www.insideadvantage.com, http://www.whirlpool.com or contact 800-253-3977.

Whirlpool Corporation is a global manufacturer and marketer of major home appliances, with annual sales of more than $13 billion, 68,000 employees, and nearly 50 manufacturing and technology research centers around the globe. The company markets *Whirlpool, KitchenAid, Brastemp, Bauknecht, Consul* and other major brand names to consumers in more than 170 countries.