# Whirlpool Corporation Honored For Reputation, Sustainability and Diversity As Company Celebrates 100 Years

## Named one of Fortune's World's Most Admired Companies, CR's 100 Best Corporate Citizens and DiversityInc's Top 50 Companies for Diversity

BENTON HARBOR, Mich., March 3, 2011 /PRNewswire/ -- Whirlpool Corporation (NYSE: WHR), which celebrates its 100th anniversary this year, today was named one of *Fortune* Magazine's World's Most Admired Companies, one of *Corporate Responsibility* Magazine*'s* 100 Best Corporate Citizens and one of *DiversityInc* Magazine's Top 50 Companies for Diversity.

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

"Providing products and trusted brands that meet specific consumer needs through diverse and engaged employees, doing business with integrity and improving the communities in which we live has been our hallmark for 100 years," said Jeff M. Fettig, chairman and CEO, Whirlpool Corporation. "These principles will guide us into our next century of opportunity as we build on our strong heritage and values to generate growth and create long-term value for our shareholders, our employees and the families who use our products each and every day, everywhere around the world. These recognitions are a great honor to all Whirlpool employees who have contributed to our company's success during the last 100 years."

World's Most Admired Companies

Whirlpool Corporation ranked No. 1 in the Home Equipment, Furnishings industry sector and joins other companies such as Herman Miller, Stanley Black & Decker and Electrolux. Other companies joining Whirlpool with No. 1 rankings in their industry sectors include 3M, Apple, GE, Google, IBM, Nestle, Procter & Gamble, Wal-Mart and Walt Disney. The company's highest scores in the survey came in the financial soundness, long-term investment, quality of management, innovation and social responsibility categories. Whirlpool last made the list in 2009.

The rankings, which are published every year, reflect the observations and opinions of executives who rate their peers and rivals on nine attributes: innovation, people management, use of corporate assets, social responsibility, quality of management, long-term investment, financial soundness, and quality of products and services, and global competitiveness. The voting took place in late 2010. More information on the World's Most Admired Companies can be found at Fortune.com

100 Best Corporate Citizens

Whirlpool Corporation ranked No. 85 on *Corporate Responsibility* Magazine*'s* 12th annual 100 Best Corporate Citizens list, which is regarded as the top corporate responsibility ranking based on publicly available information. This is the ninth time the company has been named to the list. To learn more about Whirlpool Corporation's sustainability efforts visit whirlpoolcorp.com/responsibility.

Launched in 2000, the 100 Best Corporate Citizens List is based on more than 360 data points of publicly available information in seven categories: environment, climate change, human rights, employee relations, governance, philanthropy and financial performance. The 100 Best Corporate Citizens are selected from among the large-cap Russell 1000 companies. The 100 Best Corporate Citizens List's open and transparent methodology is governed by a Methodology Committee of the Corporate Responsibility Officers Association. More information on the 100 Best Corporate Citizens can be found at TheCRO.com

Top 50 Companies for Diversity

Whirlpool Corporation ranked No. 49 on the 2011 DiversityInc Top 50 Companies for Diversity for its demonstrated use of measurable diversity management best practices and results, and longstanding commitment to diversity and inclusion across its global operations. This is the first time Whirlpool has been included in the Top 50 Companies list. The company was previously named a 25 Noteworthy Companies for Diversity in 2005 and 2008 and a Top 10 Company for GLBT Employees in 2007.

This is the 11th year that DiversityInc has administered the Top 50 Companies survey — a total of 535 companies participated this year, up 19 percent from last year.

To qualify for the DiversityInc Top 50 Companies for Diversity, participating companies must have more than 1,000 employees and must complete a detailed questionnaire based completely on empirical questions. The announcement of the DiversityInc Top 50 Companies for Diversity and the 12 specialty lists occurred on Tuesday, March 2, at a gala in Washington, D.C., and Whirlpool will be featured in the June 2011 issue of DiversityInc Magazine. To see the full ranking of the 2011 DiversityInc Top 50 Companies for Diversity as well as more information on the methodology, visit DiversityInc.com.

**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 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 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.

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