Whirlpool Corporation Continues Steady Commitment to Energy Efficiency

CEO speaks about delivering on environmental promise through innovative approaches to design, manufacturing and product lifecycles at first-ever global forum

BENTON HARBOR, Mich., Nov. 12 /PRNewswire-FirstCall/ -- Whirlpool Corporation (NYSE: WHR) is the appliance industry's leader on energy and water efficiency, and consistently demonstrates this commitment through action. This week, Whirlpool is the founding sponsor of the Alliance to Save Energy's first ever Energy Efficiency Global Forum & Exposition (EE Global), bringing together leaders from the five regions of the world to forge new partnerships and develop strategies on energy efficiency in Washington, D.C.

Jeff M. Fettig, Whirlpool chairman and CEO and the co-chair of the inaugural event, will deliver a keynote address focusing on the Company's leadership and the importance of energy efficiency in the appliance industry. Others speaking at the forum include the Honorable Samuel Bodman, U.S. Secretary of Energy; James R. Leape, general manager, World Wildlife Fund; James E. Rogers, chairman and CEO, Duke Energy; Colin Dyer, CEO, Jones Lang LaSalle; the Honorable Mark Pryor, U.S. Senate; the Honorable Georgina Kessel, Mexico's Secretary of Energy.

"We continually strive to understand and manage the environmental effects of our business, not only by creating new and innovative products that consume less energy and water, but also by improving our processes and using materials that minimize the impact on our planet," said Fettig.

Whirlpool is the only manufacturer of appliances that brings an "across the board" focus to energy and water conservation, from design to manufacturing and distribution to end-of-product lifecycle. The company focuses its efforts on four key areas:

Manufacturing

- Discontinued the use of volatile organic compound (VOC) paints and eliminated emissions from their solvents
- Lessened power plant emissions through low-energy lighting and high- efficiency equipment
- Participated in the U.S. Environmental Protection Agency's (EPA) voluntary emissions reductions program

Product distribution

- Partnered with SmartWay Transport®, a collaboration between the EPA and the freight industry to increase energy efficiency while reducing carbon dioxide by 33 to 66 million metric tons and up to 200,000 tons of nitrogen oxide per year by 2012
- Installed electric truck lifts with fewer net emissions

Design and development

- Focused on creating even more resource-saving appliances as studies show that 93 percent of life-cycle greenhouse gas emissions (GHG) come from in-home use
- Developed more than 550 ENERGY STAR® qualified appliances in the United States, plus numerous ENERGY STAR qualified appliances in Canada, PROCEL appliances in Brazil and A class appliances in Europe

End-of-life management

- Eighty-five to 90 percent of materials (steel and other metals, some plastics) used in Whirlpool products can be recycled
- Pioneered efforts to safely dispose of ozone-depleting refrigerants
- Reused plastic foam that was previously sent to landfills; it's now ground up and made into plastic furniture, food containers, playground equipment and other consumer products

For more than 30 years, Whirlpool Corporation has shown a commitment to effectively utilizing and preserving natural resources. In 1970, the company created a corporate office for environmental control, and in 2003 (during the Kyoto Conference), it became the world's first appliance manufacturer to announce a greenhouse gas reduction strategy. Whirlpool will continue to help set the standards globally and work together with government and institutions to protect the environment.

"Through our $4 billion innovation pipeline our company produces cutting- edge, energy-efficient features for our appliances, saving consumers significant money each year on their energy bills and helping to preserve our environment," said Fettig.

Whirlpool also is an active partner of the ENERGY STAR program and has been honored with the ENERGY STAR Partner of the Year Award eight times in the past nine years, a feat unmatched by any other home appliance manufacturer. The company manufactures more than 550 ENERGY STAR qualified products in the United States under Whirlpool, Maytag, KitchenAid, Amana and other brand and trade partner names, plus numerous ENERGY STAR appliances in Canada, PROCEL appliances in Brazil and A class appliances in Europe

Some of the company's most innovative, energy-saving products will be on display at EE Global, including:

- Whirlpool® Duet® Steam laundry pair saves enough water in a normal wash cycle to fill a 16 x 20 x 6 swimming pool over the course of a year. The steam options also freshen fabrics, eliminating unnecessary trips to the dry cleaner.
- Whirlpool® Fabric Freshener removes odors from clothing while relaxing wrinkles without using chemicals or detergents. It can also save on trips to the dry cleaner. The Fabric Freshener uses only 9 ounces of water and 10 cents worth of electricity per cycle.
- KitchenAid® Architect® Series II Induction Cooktop offers decreased cook time and more efficient cooking, and prevents the cook top from heating up the kitchen.
- Amana® Ice and Easy Refrigerator features Foam-in-Place Insulation and an Insulated Locking Magnetic Seal to help maintain consistent temperatures and save energy.
- Jenn-Air® Built-in Dishwasher boasts a new SteamClean Option that generates a concentrated, deep cleaning that shines stemware for flawless presentation. Like all ENERGY STAR-qualified dishwashers, the Jenn-Air models use just 3-10 gallons of water per cycle compared to the average 30 gallons used when washing dishes by hand.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately $18 billion, more than 73,000 employees, and more than 70 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, 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.

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