Whirlpool Corporation Call Center Named "Best in Class"

Company Receives Four Awards from the IQPC for Call Center Excellence

BENTON HARBOR, Mich., July 28, 2008 - Whirlpool Corporation (NYSE: WHR) today announced its North American Customer eXperience Centers (cXc) have been honored with four awards from the International Quality and Productivity Center (IQPC). These awards include “Best Call Center Culture,” “Best Use of Technology” and runner-up for “Best in Class Call Center” (more than 200 staff). Lynn Holmgren, national director, Consumer Care, also was recognized as the “Call Center Leader of the Year.”

The IQPC’s 2008 Call Center Excellence Awards recognize the most innovative call center solutions and individuals over the past year. With Awards given in nine categories, the Call Center Excellence Awards recognize superior thinking, creativity and execution across the full spectrum of call center functions.

“Whirlpool Corporation has a long commitment to customer service excellence,” said Michael A. Todman, president of Whirlpool North America. “We were the first company to establish a toll-free customer service support telephone line and we continue to work hard to ensure we meet the needs of our customers every single day. The Whirlpool Customer eXperience Centers play an integral role in retaining our valued customers and I’m proud of our employees who, through their dedication to serving our customers, have enabled us to achieve these honors.”

By developing call consultants’ skill sets, Whirlpool strives to empower them with the knowledge and authority to effectively address customer needs. Through the use of enhanced technology that was implemented in 2007, customer calls are virtually routed to the appropriate areas within the Centers for more timely sales or service resolution, which has resulted in improved customer relations. Whirlpool also has increased employee engagement and satisfaction through opportunities like participation in one-day events that help call consultants better understand consumers’ every day experiences. Whirlpool also offers the opportunity for call consultants to earn an associate or bachelor’s degree on-site with no up-front out-of-pocket expenses, explore other possible career opportunities within the Customer eXperience Centers by participating in a structured internal job shadowing program, enjoy more job flexibility by working as an in-home agent, and receive compensation for cost-saving ideas they suggest related to systems or processes that help enhance Whirlpool customer service.

"Our high levels of customer service, the enhanced technologies we’ve implemented and the superior employee engagement programs we offer serve as the foundation of our Customer eXperience Centers," said Holmgren. “Our employees own the relationship with the consumer and carefully follow a customer bill of rights, which was developed several years ago We are honored to receive the 2008 International Quality and Productivity Center awards and believe these awards validate that Whirlpool Customer eXperience Centers are great places to work and demonstrate the direct impact our employees have on our company’s success.”

Whirlpool operates four North American Customer eXperience Centers in Benton Harbor, Mich.; Cleveland, Tenn.; Yakima, Wash.; and Mississauga, Canada; which provide dedicated customer service and direct sales support for the company’s Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana and Gladiator Garageworks brands.

About IQPC

The International Quality and Productivity Center (IQPC) is a global organization that conducts industry-specific large scale conference to help keep companies up-to-date with industry trends, technological development and the regulatory landscape. IQPC created Call Center Excellence Awards to annually honor, recognize and promote the most innovative call center solution and individuals.

About Whirlpool Corporation

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 72 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.

Jody Lau
Manager, Corporate Reputation Communications
Whirlpool Corporation