



Drink Up to Slim Down: A New Year's Resolution You Can Keep

Whirlpool Corporation Encourages Consumers to Participate in Filter Fresh Month this January!

BENTON HARBOR, Mich., Jan. 4, 2012 /PRNewswire/ -- Around this time each year — when the holiday season is winding down — people everywhere are already struggling to keep their New Year's resolution. Whether you've chosen to hit the gym more often, maintain a stricter diet or just commit to a healthier you, staying dedicated to that goal can be a challenge. Whirlpool Corporation offers a New Year's resolution that's healthy and easy to keep: drink more water. That's why January is Filter Fresh month, which reminds people to change their refrigerator's water filter every six months to ensure fresh, filtered drinking water.

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

The Filter Fresh initiative began in 2009 as a way to remind people to change their refrigerator's water filter. Changing the water filter regularly is necessary for keeping common, yet harmful, contaminants out of drinking water. Additionally, drinking the daily recommended amount of water — 64 ounces or 8 glasses — is essential for your overall health.

Drinking plenty of water has always been critical for one's wellbeing, but staying hydrated and getting healthy has never been more important. According to a 2011 report released by the National Center for Health Statistics, more than half of Americans consume sugary drinks on a daily basis. The report states that sugary drinks have been linked to "poor diet quality, weight gain, obesity, and in adults, type 2 diabetes." And teens are the worst offenders; their one-day consumption is more than half the weekly intake suggested by the American Heart Association.

"Regularly changing your refrigerator water filter ensures your family is drinking fresh, healthy water," said Wendeline Ortiz, Brand Marketing Manager. "By celebrating Filter Fresh month, we remind families to make a commitment to providing care for their loved ones."

As an alternative to sodas and sugary sports drinks, water hydrates your body and helps it work more efficiently. Drinking water can boost your metabolism, which gives you energy and helps your body burn calories faster, making it a necessary part of a healthy diet.

Whirlpool refrigerator water filters are a great way to ensure you drink enough water in the New Year — but you have to make sure the filter stays fresh. Remembering to change your filter every six months is not only smart, but convenient, as many refrigerators have an easy access system located at the bottom of the grille or just inside the door. Plus, Whirlpool Corporation provides an automatic water filter replacement program that sends filters right to consumers' homes, with no cost for shipping. This month, consumers can receive 25% of 2 or more replacement filters using the promo code "multi25" when ordering filters online at www.whirlpool.com/waterfilters.

Regardless of your resolution this year, staying hydrated is vital to maintaining a healthy lifestyle and is one commitment worth sticking to. For more information on replacing your refrigerator water filter refrigerator, please visit www.whirlpool.com/waterfilters.

About Whirlpool Brand

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion in 2010, 71,000 employees, and 66 manufacturing and technology research centers around the world. Whirlpool brand recognizes that consumers lead busy, active lives and continues to create solutions that help consumers optimize productivity and efficiency in the home. In addition to designing appliance solutions based on consumer insight, Whirlpool brand is dedicated to creating ENERGY STAR® qualified appliances like the new Duet® washer which uses 82 percent less water and 81 percent less energy than a traditional top load washer manufactured before 2004. Whirlpool is one of Habitat for Humanity's largest corporate partners, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool brand please visit www.whirlpool.com or find us on Facebook at www.facebook.com/whirlpool. Additional information about the company can be found at www.whirlpoolcorp.com.

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