



Whirlpool Corporation Opens World-Class Training and Brand Experience Center in Downtown Chicago

Eco-focused product showroom to attract top industry influencers from around the world.

BENTON HARBOR, Mich., Nov. 9, 2010 /PRNewswire via COMTEX/ -- Whirlpool Corporation (NYSE: WHR) today announced the opening of its new flagship brand and product experience center in Chicago's Reid Murdoch Center. With nearly 30,000 square feet, the "World of Whirlpool Corporation" facility will become a destination for designers, trade customers, sales associates, industry influencers and media.

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

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The new space is designed to create excitement around Whirlpool Corporation brands by creating a destination environment that attracts and engages trade customers, designers and influencers to experience the brands in interactive, state-of-the-art environments. The facility will be used for training and continuing education for trade customers, designers, key influencers and top sales associates. The flexible meeting space includes working kitchens, laundry rooms, garages and outdoor entertaining areas designed to house a variety of meetings, product displays and training sessions.

The eco-focused facility was built at this Chicago historic landmark building using locally-sourced construction materials; materials made from recycled, renewable and/or recyclable content; low-flow plumbing fixtures; and low VOC coatings. Even the construction waste was carefully recycled throughout the project. The location uses extensive day lighting, and includes a large outdoor space with an herb garden providing fresh ingredients for cooking demonstrations and events.

"Opening in Chicago, located just across Lake Michigan from Whirlpool Corporation World Headquarters made sense to our business," said Marc Bitzer, president of North America, Whirlpool Corporation. "The location offers a central travel hub for trade customers and industry influencers from throughout the world, while the city offers a beautiful backdrop and a vibrant design community."

Whirlpool Corporation opens this new location as it launches a full year of celebration leading up to the company's 100th anniversary on November 11, 2011.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$17 billion in 2009, 67,000 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 <http://www.whirlpoolcorp.com>.