



Whirlpool Corporation Receives Highest ENERGY STAR Award

Majority of Consumers Look For ENERGY STAR Label When Making Purchase Decisions

BENTON HARBOR, Mich., March 14, 2011 /PRNewswire/ -- Whirlpool Corporation (NYSE: WHR), the world's leading home appliance manufacturer, today was awarded the 2011 ENERGY STAR® Sustained Excellence award -- the highest possible ENERGY STAR award -- by the U.S. Environmental Protection Agency (EPA). The award recognizes the company's leadership in offering consumers energy and water efficiency through its leading home appliance brands. This is the company's 12th top ENERGY STAR award and sixth consecutive Sustained Excellence win. Whirlpool has been honored with 23 ENERGY STAR awards overall, more than any other appliance manufacturer.

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

According to a Whirlpool Corporation survey conducted in conjunction with Harris Interactive, energy efficiency is more important than ever in the purchase decision of consumers shopping for major appliances. The majority of U.S. consumers (72%) said they actively look for the ENERGY STAR® label when making purchasing decisions. When asked what would be a part of their dream kitchen, eco-efficient appliances beat out other items as the top choice.

"Whirlpool Corporation has earned EPA's highest ENERGY STAR award - the 2011 Sustained Excellence Award," said Elizabeth Craig, Acting Director of EPA's Office of Atmospheric Programs. "Whirlpool Corporation's long term leadership and commitment to energy efficiency demonstrates the types of accomplishments that we can all achieve in reducing greenhouse gas emissions and protecting our global environment. We look forward to their continued partnership and leadership."

Whirlpool Corporation offers some of the most water and energy efficient products on the market, in the kitchen and the laundry room and across all price points.

- ENERGY STAR® qualified washers are one of the leaders in energy and water savings. Replacing a washer made before 2000 with a new ENERGY STAR® model can save up to \$135 annually according to the U.S. Department of Energy (DOE). Whirlpool Corporation offers both front- and top-load high-efficiency washers. For example, The Whirlpool® Vantage™ washer uses an impeller with a low water wash system and uses 76 percent less water and 75 percent less energy when compared to pre-2004 conventional washers. The new premium front-load Whirlpool brand Duet® washer and dryer with exclusive 6th Sense™ technology uses as little as 11.5 gallons of water per load and exceeds the minimum federal standard for energy selling requirements by more than 160 percent, on average.
- Replacing a refrigerator made before 2000 with a new ENERGY STAR® model can save approximately \$40 annually according to the DOE. The Whirlpool brand offers the industry's most energy efficient side-by-side refrigerator and the Maytag brand offers the industry's most efficient four-door refrigerator. By exceeding efficiency standards by 30 percent, these refrigerators exceed the EPA's ENERGY STAR guidelines, helping consumers reduce their family's carbon footprint. These models also use less energy than a 60-watt light bulb and are the most energy efficient side-by-side and four-door refrigerators ever. The Maytag and Whirlpool brands also offer the most energy efficient French-door bottom mount refrigerators available among leading brands.
- Replacing a dishwasher made before 2000 with a new ENERGY STAR® model can save approximately \$50 annually according to the DOE. At 56 percent greater efficiency than the minimum federal energy standards, Superba EQ models from KitchenAid are the best dishwashers ever from the brand that pioneered home dishwashers 60 years ago. Tests show they perform better and dry better than competitive models and are the quietest dishwashers in the industry. Whirlpool brand offers the most efficient dishwashers with an MSRP \$399 and below.

"We believe in and support the ENERGY STAR program because of the value it offers consumers," said Tom Catania, vice president, Government Relations, Whirlpool Corporation. "We have and will continue to do our part in upholding the integrity of the ENERGY STAR program."

Founded on November 11, 1911, Whirlpool Corporation manufactures and markets more than 450 ENERGY STAR® qualified major appliances for the U.S. and Canadian markets, more than any other appliance manufacturer. More than 80 percent of Whirlpool Corporation products sold in the United States are produced in the United States. The company also has donated more than 130,000 ranges and ENERGY STAR qualified refrigerators to new Habitat for Humanity homes since 1999.

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.

About ENERGY STAR

ENERGY STAR was introduced by the U.S. EPA in 1992 as a voluntary, market-based partnership to reduce greenhouse gas emissions and other pollutants associated with energy use. Today, the ENERGY STAR label can be found on more than 60 kinds of products, as well as new homes and buildings. Last year alone, Americans, with the help of ENERGY STAR, saved \$18 billion on their utility bills and prevented greenhouse gas equivalent to those of 34 million cars. Products, homes and buildings that have earned the ENERGY STAR prevent emissions by meeting strict energy-efficiency specifications set by the EPA. For more information, go to energystar.gov.

About Harris Interactive

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com.

Survey Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of Whirlpool Corporation from November 20-24, 2009 among 2,089 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact media@whirlpool.com.

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