



Whirlpool Corporation Named One of Fortune's World's Most Admired Companies

BENTON HARBOR, Mich., March 2, 2012 /PRNewswire/ -- Whirlpool Corporation (NYSE: WHR) has been recognized as one of *Fortune* Magazine's World's Most Admired Companies in the Home Equipment, Furnishings industry sector. The company finished first in this sector for the second year in a row.

(Logo: <http://photos.prnewswire.com/prnh/20040202/DEU004LOGO>)

Whirlpool Corporation's highest scores in the survey came in the innovation, people management, social responsibility, quality of management and long-term investment categories. Other companies joining Whirlpool on the Home Equipment, Furnishings list include Tupperware Brands and Steelcase. Companies that also ranked No. 1 in their industry sectors include Apple, GE, Google, IBM, McDonald's, Procter & Gamble, Target and Walt Disney.

"It is an honor to be named one of *Fortune* Magazine's World's Most Admired Companies," said Jeff M. Fettig, chairman and CEO of Whirlpool Corporation. "It has always been our goal to provide our customers with trusted brands and products, engage valued employees, and improve the communities in which our customers and our employees live. This recognition reinforces those values that continue to move our company forward in a technology-driven world."

Whirlpool Corporation, ranked one of *Corporate Responsibility Magazine's* 100 Best Corporate Citizens and one of *DiversityInc Magazine's* Top 50 Companies for Diversity last year, and included on Dow Jones Sustainability Index for the past seven consecutive years, has prided itself on being a leader in corporate social responsibility and conducting business with integrity ever since its founding over 100 years ago. Whirlpool was also included on the World's Most Admired Companies list in 2009 and 2011.

Fortune's rankings are published each year and reflect the observations and opinions of executives who rate their peers and competitors on nine different aspects. These aspects include innovation, people management, use of corporate assets, social responsibility, quality of management, long-term investment, financial soundness, quality of products and services, and global competitiveness. More information on the World's Most Admired Companies can be found at Fortune.com.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2011, 68,000 employees, and 66 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>.

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