



Capacity That Fits, Freshness That Lasts

BENTON HARBOR, Mich., March 7, 2012 /PRNewswire/ -- Apartment-dwellers and owners of cramped kitchens rejoice! Space constraints will no longer limit style and function in the kitchen. Whirlpool brand has introduced a 30" French Door Bottom Mount refrigerator that will fit into a standard top-mount refrigerator opening.

(Logo: <http://photos.prnewswire.com/prnh/20110404/NY75862LOGO>)

This means you don't have to remodel or spend a dime on new cabinets, but can still get that stylish look you've been craving. The new model fits in a space the same width as a traditional top-mount model but is still large enough to hold wide items like party platters and birthday cakes. It's the perfect solution for those who want to upgrade their kitchen without a complete overhaul.

But it's not all about style. This new refrigerator is also functional. It includes Whirlpool's patented Fresh Flow Produce Preserver. The Produce Preserver will extend the freshness of produce for up to four days longer than their lifetime in standard crisper drawers, saving money and trips to the grocery store. And it doesn't just save money. The Energy Star®-qualified French door bottom mount uses less energy than a 50-watt light bulb each year. And the Adaptive Defrost will sense and adapt to save 12% more energy, providing improved food preservation by running the defrost cycle only when necessary.

The 30" French Door Bottom Mount refrigerator is available in a variety of models (WRF560SEY, WRF560SMY, WRF560SFY) at retailers nationwide and comes in black, white or stainless steel with an MSRP ranging from \$1,499 to \$1,799.

The experts at Whirlpool have a few additional tips on how to redefine your kitchen without remodeling:

- **Do a Deep Clean** — Often times all a space needs is a bit of TLC. Gather your family and do a deep clean to the baseboards, cabinets, trim and appliances. Your kitchen will look shiny and new without ever spending a dime.
- **Refresh Your Color** — A new coat of paint can brighten up an entire room. Choose a light color for the kitchen that won't show all those food stains and finger prints.
- **Organize Your Cabinets** — According to a Harris Interactive survey conducted on behalf of Whirlpool, 27% of consumers will shove things in without worrying about organization. Spend a morning throwing out expired products and organizing boxes and cans by use. Your kitchen will feel more open and be much easier to navigate.

With 100 years of innovation, Whirlpool Corporation knows a thing or two about making the refrigerator fit the whole family's needs. Visit the [Institute of Kitchen Science](#), an informational hub about everything kitchen that will provide you with simple tips, advice and best practices for your home. To learn more about the Whirlpool brand please visit www.whirlpool.com or on our [Facebook page](#).

*This survey was conducted online within the United States by Harris Interactive on behalf of Whirlpool Corporation from May 18-20, 2011 among 2,407 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.

About Whirlpool Brand

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. 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 and dryer (model 9750), the industry's most resource efficient laundry pair, overall efficiency based on equal weighting of cycle time and energy usage. 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.

Additional information about the company can be found at <http://www.whirlpoolcorp.com>. For more information on Whirlpool brand please visit www.whirlpool.com or find us on Facebook at www.facebook.com/whirlpool.

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