



Whirlpool Corporation Names Bitzer President U.S. Operations; Darrell to Succeed as President Whirlpool Europe

BENTON HARBOR, Mich., Dec. 17 /PRNewswire-FirstCall/ -- Whirlpool Corporation (NYSE: WHR) today announced that Marc Bitzer, currently president, Whirlpool Europe, has been named to the new position of president, U.S. Operations. Bitzer will report directly to Michael Todman, president, Whirlpool North America effective January 1, 2009.

According to Todman, Bitzer will have overall leadership accountability for the Brand, Product, Channel, Supply Chain and Manufacturing Operations organizations to ensure effective market execution across the U.S. business.

Todman also announced that Joao Brega, currently president, Whirlpool Mexico has been named president, Whirlpool Mexico and Canada and senior vice president, Whirlpool Corporation. Brega will add overall accountability for Whirlpool Canada to his duties leading Whirlpool Mexico.

In a related move, Paulo Periquito, president, Whirlpool International announced that Bracken Darrell, currently senior vice president, Operations, Whirlpool Europe, is named president, Whirlpool Europe and executive vice president, Whirlpool Corporation, effective January 1, 2009. Darrell will report directly to Periquito and becomes a member of the company's executive committee. In his new role, Darrell will be accountable for all aspects of the Whirlpool Europe business.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion, 73,000 employees, and 69 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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