



Whirlpool Corporation Wins Defense Verdict Against LG

Jury Denies LG's Claim and Finds Whirlpool Corporation's Dryers Create Steam

BENTON HARBOR, Mich., Oct 20, 2010 /PRNewswire via COMTEX/ -- Whirlpool Corporation (NYSE: WHR) today announced that a jury in the United States District Court (Chicago) decided unanimously in favor of Whirlpool, finding that Whirlpool steam dryers do, in fact, create steam, and refusing to award any relief to LG. The jury's decision marks the second time this year that Whirlpool has prevailed against LG at trial.

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Whirlpool proved that its innovative steam dryers, from its Marion, Ohio factory, use steam to deliver the consumer benefits of wrinkle relaxation and odor reduction. LG argued unsuccessfully that its steam generator was the only "true steam" method of delivering steam into the dryer drum. Whirlpool showed that its design was elegant in its simplicity, combining existing heat resources with an automatic water mist to create steam right inside the drum, where the clothes are. Whirlpool also noted that its design is more convenient than LG's system, which uses an external water cartridge that must be refilled.

"We are very pleased with the decision," said Marc Bitzer, president, Whirlpool North America Region. "This case is about consumer choice, competition in the American free market, and offering the kind of innovative laundry solutions Whirlpool has provided to consumers for nearly 100 years. Our steam dryers, which provide more convenient steam performance and consumer benefits, are a perfect example of our leadership. This win means consumers will continue to have a choice in purchasing their steam laundry appliances."

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>.