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Whirlpool Heats Up Cooking Ratings

Cooking Innovation Leads to Top Ratings for Whirlpool, Maytag and KitchenAid Brands

BENTON HARBOR, Mich., Jan. 3, 2013 /PRNewswire/ -- Whirlpool Corporation's (NYSE: WHR) commitment to innovation in its cooking products was recognized with numerous top ratings from a leading consumer magazine. The company received No. 1 ratings in both the 30-inch and 36-inch electric smoothtop categories, and took the top five spots in the wall oven category.

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

"This type of recognition demonstrates the value of our ongoing investments in innovation, design and U.S. manufacturing," said Marc Bitzer, president of Whirlpool Corporation's North America region.

During the past 101 years Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, has introduced cooking innovations that have improved the way consumers prepare meals. These innovations are a direct result of the company's investments in its U.S. operations. Earlier this year the company opened a $200 million, one million square foot state-of-the art manufacturing plant and 400,000 square foot distribution center in Cleveland, Tenn., demonstrating its commitment to delivering the world's most innovative cooking products.

Several Whirlpool Corporation brands -- including Whirlpool, Maytag and KitchenAid -- were recognized as top cooking products:

- The company swept the top five spots in the wall oven category with the No. 1 Whirlpool (WOS92EC0AH), Maytag (MEW9530AW), KitchenAid (KEBS109BWW), Whirlpool (WOS51EC0AS) and Maytag (MEW7530AW) respectively.
- Maytag brand took the top two spots in the 36-inch electric smoothtop category with No. 1 Maytag (MEC7536W) and Maytag (MEC7636W).
- KitchenAid took the No. 1 spot in the 30-inch smoothtop category with the KitchenAid (KECC604BBL), while Maytag took the next two spots with Maytag (MEC7430WS) and Maytag (G7CE3034XP).

Whirlpool Corporation has been building top quality, innovative appliances in the United States for more than a century. Today the company employs more U.S. workers than all of its major competitors combined. As a result, eighty percent of the products the company sells in the U.S. are made in the U.S.

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 65 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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