Whirlpool Corporation Named to 'World's Most Ethical Companies' and 'Most Respected U.S. Companies' Lists

BENTON HARBOR, Mich., June 4 /PRNewswire-FirstCall/ -- Whirlpool Corporation was recently named one of the World's Most Ethical Companies by the Ethisphere Institute and one of the Top 25 Most Respected U.S. Companies by the Reputation Institute.

(Logo: http://www.newscom.com/cgi-bin/prnh/20040202/DETU004LOGO)

"We are proud to be recognized by Ethisphere Institute as one of the world's most ethical companies and by the Reputation Institute as one of the most respected U.S. companies," said Jeff M. Fettig, Whirlpool Corporation's chairman and CEO. "This type of recognition is possible only because of the people at Whirlpool who are committed to providing consumers with excellent, innovative products and services, and who have long conducted business with integrity. I am proud of all of our people around the globe who personify Whirlpool Corporation's values and make recognition like this possible."

World's Most Ethical Companies

The Ethisphere Institute named Whirlpool to Ethisphere's second-annual World's Most Ethical Companies list. Ethisphere, a think-tank dedicated to the research and promotion of profitable best practices in global governance, business ethics, compliance and corporate responsibility, revealed the award at the Ethisphere and Forbes joint-conference, "Driving Profit through Ethical Leadership," held on June 3 in New York, N.Y. The list of World's Most Ethical companies also will be featured in the second quarter issue of Ethisphere Magazine.

Researchers and analysts reviewed several thousand companies in order to determine the finalists, which included a rigorous, multi-step evaluation process. The extensive research process included reviews of more than 10,000 of the world's leading companies on six continents. Ethisphere analysts reviewed codes of ethics, litigation and regulatory infraction histories; evaluated investment in innovation and sustainable business practices; looked at companies' activities to improve corporate citizenship; studied nominations from senior executives, industry peers, suppliers and customers; and worked with consumer action groups for feedback and rating.

America's Most Respected Companies

In the third annual survey of U.S. consumers conducted by Reputation Institute, Whirlpool earned a Pulse rating of 74.41, placing it 22 on a list of the largest 150 companies in the U.S. and earning Whirlpool a Top 25 ranking in reputation among measured U.S. companies. Whirlpool also ranked 18 among the top 20 companies Americans say they would recommend to others.

Reputation Institute conducts an annual online Global Pulse Survey of the general public to measure the corporate reputation of more than 1,000 of the world's largest companies within 27 countries. The companies were evaluated on seven key dimensions including products and services, governance, citizenship, workplace, innovation, leadership and financial performance. In this survey of worldwide consumers, Reputation Institute included 150 of the largest companies within 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, 73,000 employees, and 72 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.

About Ethisphere Institute

The research-based Ethisphere Institute and associated membership group, the Ethisphere Council, are supported by more than 100 institutions and corporations, including Thomson West, the Practising Law Institute, the National Association of Corporate Directors, the Global Reporting Initiative, Corpedia and dozens of others. The Institute is dedicated to the research,

creation, and sharing of best practices in ethics, compliance, and corporate governance among its membership companies. It also focuses on the development and advancement of individuals on its membership council through increased efficiency, innovation, tools, mentoring, advice, and unique career opportunities. Ethisphere Magazine is the quarterly publication of the Institute. More information on membership can be found at http://www.ethisphere.com.

The Ethisphere Institute publishes the globally-recognized annual World Most Ethical Companies Ranking™ as well as the Government Contractor Ethics Program Ranking™ and the upcoming Global Anti-Corruption Quotient.

About Reputation Institute

Reputation Institute is a private advisory and research firm specialized in corporate reputation management. With offices and associates in more than 20 countries, Reputation Institute provides knowledge-based consulting services to some of the most respected companies worldwide. Our consulting teams regularly help global clients assess, value and act on their reputations by providing strategic analysis and direction, as well as relevant assistance in developing and implementing reputation measurement and management systems. Reputation Institute also identifies best practices from original research, and we share our cutting-edge findings with clients and members through engagements, seminars, conferences, and publications. The Global Pulse is Reputation Institute's flagship research study conducted annually with some 60,000 consumers in 27 countries from which emerge detailed ratings of the reputations of the world's 1000 largest companies. Each year, the results of this study are featured in leading business publications around the world. Visit http://www.ReputationInstitute.com to learn more about us.

CONTACT:
Monica Teague
Whirlpool Corporation
+1-269-923-7405
Monica.Teague@Whirlpool.com