Whirlpool Wins Steam Dryer Litigation

BENTON HARBOR, Mich., Aug. 11, 2011 /PRNewswire/ -- Whirlpool Corporation (NYSE: WHR) announced that on Wednesday, the United States District Court in Chicago entered a final judgment in favor of Whirlpool in a case filed by LG Electronics involving Whirlpool Corporation's steam dryer advertising. In previous decisions the Court ruled in favor of Whirlpool, stating that "Whirlpool has established that its dryers do, in fact, use steam," and that "LG did not introduce expert testimony or credible evidence of even a single Whirlpool customer, retailer, or trade representative who expressed confusion." The Court's decision on Wednesday resolved all remaining legal issues in favor of Whirlpool, concluding Whirlpool Corporation's complete victory against LG.

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

"We're very pleased with the Court's decision," said Marc Bitzer, president, Whirlpool Corp. North America Region. "Whirlpool Corporation's steam dryers provide more convenient steam performance and are a perfect example of the innovative laundry solutions that Whirlpool has provided for 100 years. This victory means consumers will continue to have a choice in purchasing their steam laundry appliances."

SOURCE Whirlpool Corporation

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