



Whirlpool Corporation Offers Behind-the-Scenes Look at Brand Differentiation

BENTON HARBOR, Mich., Sept. 25 /PRNewswire-FirstCall/ -- As the leader in the highly competitive home appliance industry, Whirlpool Corporation knows the value and necessity of clear brand differentiation. Whirlpool offers the widest array of choices of leading appliance brands to best meet consumers' needs. For every Whirlpool Corporation brand - including Whirlpool®, Maytag®, KitchenAid®, Jenn-Air®, Amana® and Gladiator® GarageWorks - there is a unique brand identity that is defined using proprietary consumer research about preferences, lifestyles and values. Whirlpool Corporation uses this research to make tough, strategic decisions about the kinds of product innovations, features and designs it will offer to consumers.

"Each of Whirlpool Corporation's branded products is designed to meet the specific needs and preferences of consumers from a psychographic standpoint. What's important to one consumer may not even occur to another," said Michael A. Todman, president, Whirlpool North America. "For instance, the consumer who buys Maytag brand focuses on reliability, so the durability of internal nuts and bolts means everything. The time-starved nature of the Whirlpool brand consumer means placing greater value on getting more done quickly, so the brand's focus is timesaving features."

Creating Distinct Identities

The legacy of insight-driven innovation has made Whirlpool brand the number one home appliance brand and the best-selling laundry brand in the world. The Whirlpool brand ignited the trend toward large-capacity, front-load laundry appliances in 2001 by introducing the Duet® Fabric Care system - which leads the industry in energy and water efficiency - to U.S. homeowners.

Today, ongoing consumer research has fueled new versions of the Duet model, including Duet steam, the appliance industry's first laundry system to incorporate the natural, pure power of steam in both the washer and dryer. Steam technology relaxes wrinkles and removes odors from clothing in just minutes without chemicals, reducing trips to the dry cleaner and saving time and money. Additional research has led to the development of a new color palette that will be introduced by Whirlpool brand starting this fall.

For 100 years, the Maytag brand has represented strength and lasting durability. Whirlpool Corporation is building on that heritage by reinvesting in the Maytag brand -- infusing it with new innovation, creativity and excitement. The brand's strength and durability attributes are conveyed through the powerful good looks of Maytag brand products, which are built with commercial-grade components. In addition to solid internal engineering, Maytag brand products continue to take a leadership position in terms of meaningful technology. Maytag brand dishwashers now feature the first-to-market SteamClean option to clean glassware the first time, every time. The new SteamClean option enhances the proven performance and commercial-grade components already found in Maytag brand dishwashers.

With a common-sense approach to life, Amana brand consumers believe in creating a pleasant atmosphere in their home. Amana consumers want quality and style at an affordable price. Amana is a recognized leader in clever, affordable solutions in cooking, laundry, dishwashing and refrigeration. The brand's reputation of design innovation continues with the Jot™ Refrigerator. The first dry-erase refrigerator in the United States, the Jot offers a new, fun way for the family to express itself by writing notes and creating drawings on the refrigerator doors.

KitchenAid brand consumers enjoy cooking with others, savoring the journey of making great food with great friends and family. As part of the new Architect® Series II appliance collection, KitchenAid now offers a line of wall ovens that combine convection cooking with steam-assist technology to deliver professional results. The brand also is giving two popular appliances a dual role in the kitchen with its slow cook warming drawer. In addition to the new slow cook function, the warming drawer features a sensor temperature that helps to ensure that selected temperature is reached and stays at the right level.

The Jenn-Air brand takes the lead on style and performance, appealing to a consumer who loves to entertain, has uncompromising taste and pays great attention to detail. Jenn-Air brand's complete and varied line of kitchen appliance collections, or "suites," has been expanded to include a new Oiled Bronze finish that offers a warm, richly-hued alternative to stainless steel. Combining the rich, traditional color of bronze sculpture and fixtures with stainless steel handles, Oiled Bronze offers a new style and color palette that is equally at home in traditional and modern kitchen designs.

Gladiator GarageWorks, the ultimate garage organization solution, emerged from a Whirlpool company innovation brainstorm. These rugged products are for consumers who desire a coordinated organizational solution that also brings increased functionality to their garage. Additionally, leveraging the know-how of Whirlpool appliances, Gladiator GarageWorks offers the

only ENERGY STAR® qualified, calibrated appliances specifically designed for use in the garage. The innovative Gladiator GarageWorks Freezerator® system can perform in conditions ranging from -10 to 110 degree temperatures and convert from 100 percent freezer to a 60-40 freezer/refrigerator based on consumers' garage needs.

Only Whirlpool Corporation offers the widest portfolio of brands in the home appliance industry, supported by consumer insights, distinct looks for each brand and innovation leadership.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion, more than 73,000 employees, and more than 70 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, 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>.

CONTACT:

Monica Teague of Whirlpool Corporation

1-269-923-7405

monica.teague@whirlpool.com