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Whirlpool Corporation and Holiday Builders Announce Exclusive Partnership to Benefit Homeowners

Maytag and KitchenAid brands bring trusted, high-quality appliances to homes

BENTON HARBOR, Mich., May 16, 2016 /PRNewswire/ -- New home developments by Holiday Builders are catching the attention of homeowners from Florida and the Gulf Coast thanks to a new partnership between the builder and Whirlpool Corporation, the world's leading global manufacturer of home appliances. As of Jan. 1, 2016, all Holiday Builder homes will be exclusively outfitted with Maytag and KitchenAid brand products as part of a 2-year agreement.



"We needed to build solid partnership with a company that could not only meet our construction deadlines, but could also meet our growth path, and Whirlpool Corporation is the ideal partner on both fronts," said Michelle Smallwood, vice president of marketing at Holiday Builders, which is one of the top 100 builders in the country.

"There is a heritage that comes with the Maytag name, and we are proud to offer our homeowners a brand that maintains a strong reputation in the market for products that are reliable, durable and powerful," Smallwood said. "For our more culinary-driven home buyers, KitchenAid appliances will provide performance, quality craftsmanship and timeless design to each home."

Holiday Builders is committed to constructing high-quality homes of lasting value throughout the Gulf Coast and Florida. The company has earned awards for excellence in new home design, and has also been recognized for high quality in new home construction.

By partnering with Whirlpool Corporation, Holiday Builders can offer its customers both Maytag and KitchenAid brand appliances.

"Whirlpool Corporation is committed to helping building professionals increase sales and deliver comprehensive, best-in-class service," said Bob Bergeth, general manager of Contract Builder Sales at Whirlpool Corporation. "We're proud to provide new homeowners laundry and kitchen appliances that are as dependable and durable as the Holiday Builder houses they go into."

Holiday Builders can now offer the tough, hard-working products from Maytag in their entry-level homes, while upscale homes will be further enhanced with the premium design and performance offered by KitchenAid appliances.

Builders can find more information about Maytag, KitchenAid and all Whirlpool Corporation brands at InsideAdvantage.com.

ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation (NYSE: WHR) is the number one major appliance manufacturer in the world, with approximately \$21 billion in annual sales, 97,000 employees and 70 manufacturing and technology research centers in 2015. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, Jenn-Air, Indesit and other major brand names in nearly every country throughout the world. Additional information about the company can be found at WhirlpoolCorp.com, or find us on Twitter at [@WhirlpoolCorp](https://twitter.com/WhirlpoolCorp).

ABOUT HOLIDAY BUILDERS

As a 100 percent employee owned company, Holiday Builders offers more to their customers than just a home for sale. Holiday Builders takes each home build personally and considers you and your home an extension of the Holiday Builders family of owners. Each Holiday Builders home is built to the highest standards of design and environmental efficiency. With numerous communities to choose from in scenic locations throughout Florida and Alabama, Holiday Builders creates homes of uncompromising quality and lasting value. For more information, visit www.holidaybuilders.com.

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