Whirlpool Corporation Wins More Than 30 Design Awards in 2009

Company honored for ecological commitment and outstanding design and style

Benton Harbor, Mich., Nov. 16 /PRNewswire-FirstCall/ -- Whirlpool Corporation (NYSE: WHR) has achieved a record year for design awards under its *Jenn-Air, KitchenAid, Whirlpool, Maytag* and *Bauknecht* brands, with more than 30 honors since January and more than 65 in the past three years. The awards --many from prestigious organizations in the United States, Europe and Asia -- recognize the company's commitment to sustainability, design and style, and social responsibility.

"Whirlpool Corporation's Global Consumer Design team is proud and greatly honored to have received recognition from such influential design and style juries," said Chuck Jones, vice president, Global Consumer Design, Whirlpool Corporation. "These awards are further evidence of the strong innovation and design culture at Whirlpool Corporation, which drives the development of innovative products that delight our consumers. 2009 is proving to be a year of strong recognition for our design in the United States, Europe and Asia, with designs that promote sustainable living, outstanding style and functionality."

The design awards and recognitions Whirlpool Corporation received in 2009 include:

- CES AWARD for the Jenn-Air Double Wall Oven.
- SPARK BRONZE AWARD for the Whirlpool brand 3-Door Refrigerator.
- INCLUSION IN THE IDSA CATALYST PROGRAM for its commitment to design leadership and innovation; Whirlpool Corporation is featured in a IDSA CATALYST design case studies that promote design's best stories in business.
- TWO JANUS AWARDS to Whirlpool France for the Whirlpool Pure water purifier and the Whirlpool Glamour Oven. Whirlpool Corporation has received a total of 11 Janus Awards since 2002.
- PROFESSIONAL BUILDER 100 BEST NEW PRODUCTS 2009 for the Jenn-Air Ductless downdraft cook top for innovation and new technology.
- THREE IF AWARDS for the Whirlpool brand 3-Door Refrigerator (IF CHINA AWARD), the Whirlpool Glamour Oven and the GREENKITCHEN design concept (IF PRODUCT DESIGN AWARDS).
- GOOD GREEN DESIGN AWARD for the Whirlpool Duet Fabric Care System, for its eco-efficient design, using 67 percent less water and 77 percent less energy than conventional washers.
- NOMINATION IN THE BUSINESSWEEK MAGAZINE COOL PRODUCTS FOR THE HOME at 2009 International Home and Housewares Show in Chicago for the KitchenAid Classic Blender and KitchenAid 90(th) Anniversary Stand Mixer.
- OK! STYLE AWARD 2009 in Germany for the Whirlpool brand Espresso Side-by-Side Refrigerator in the high-tech category.
- 12 PLUS X AWARDS as part of Germany's biggest technology competition. Nine awards were presented to the Bauknecht brand and three to the KitchenAid brand in the categories of Ecology, Ease of Use, Innovation and Design. In addition, the Bauknecht brand won the coveted "Most Innovative Brand" award.
- THREE KUCHENINNOVATIONSPREIS AWARDS in Germany to the Bauknecht brand in the "LifeCare - Better Living" category, for user friendliness, product benefit and innovation and design. The brand also was acknowledged with the "Responsible Company Award 2009" for conservation of resources/sustainability for the GREENKITCHEN concept.
- TWO EXCELLENCE IN DESIGN (EID) AWARDS for the Maytag Bravos washer and the KitchenAid Architect Series II Gas Cook top.

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 2008, 70,000 employees, and 67 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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