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Whirlpool Brand and Habitat for Humanity Announce House Build Locations For 2013

BENTON HARBOR, Mich., February 27, 2013 - Partnering with seven families to help simplify the path toward home ownership, Whirlpool Brand and Habitat for Humanity® today announced the locations for their annual Habitat house builds. In 2013, houses will be built in Cleveland, Tenn.; Tulsa, Okla.; Benton Harbor, Mich.; Ottawa, Marion and Findlay, Ohio; and Bloomington, Ind., as part of a campus build at Indiana University.

Whirlpool and Habitat for Humanity continue to work together to create decent, affordable housing around the world. Over the past 13 years, Whirlpool has contributed more than \$78 million in cash and product to support the mission of Habitat for Humanity. The 2013 builds will take place in communities where Whirlpool has manufacturing, customer service and administrative offices, strengthening areas in which the company already operates and invests, and increasing volunteerism among employees. The Findlay, Ohio, build was specifically chosen to help the company's Findlay division mark its 45th anniversary celebration.

This year, Whirlpool will also sponsor a wall build held in conjunction with the Kelley School of Business CFO Roundtable. The CFO Roundtable brings together CFOs from worldwide companies together with Kelley students and faculty to link the business leaders of today with the business leaders of tomorrow. Participants from the Roundtable will work together to build walls for future home builds with the Monroe County Habitat for Humanity.

"Together with Habitat for Humanity International and the local Habitat affiliates, we're proud to announce our list of build locations this year," said Tanu Grewal, senior brand manager at Whirlpool. "At Whirlpool, we are committed to bringing simplicity to life, and through this partnership, we are able to do just that by easing the process of becoming a homeowner for partner families."

Whirlpool brand has partnered with Habitat for Humanity International for 13 years, supporting Habitat's work in 40 countries and sponsoring more than 100 homes since the partnership began in 1999. In that time, the company has donated a range and ENERGY STAR qualified refrigerator to every Habitat home in the U.S. and Canada, totaling more than 150,000 appliances. Whirlpool also supports and participates in Habitat's annual Jimmy and Rosalynn Carter Work Project and is the first corporation to provide on-going donations to Habitat for Humanity ReStore resale outlets, helping to raise an additional \$4.6 million for the organization.

"The support that long-standing partners, like Whirlpool, give to Habitat is critical to our affordable housing efforts around the world," said Jonathan Reckford, CEO of Habitat for Humanity International. "Hosting these builds demonstrates Whirlpool's sincere commitment to strengthen families and communities, and we are excited they will be a part of Findlay's milestone."

For more information, visit www.whirlpoolcorp.com/habitat.

About Whirlpool and Habitat for Humanity International

In more than 13 years of partnership with Habitat for Humanity, Whirlpool Corporation has developed active partnerships in 40 countries with a commitment nearing \$78 million. In North America, the company has donated more than 150,000 ranges and ENERGY STAR qualified refrigerators to new Habitat homes, serving 76,000 families. Additionally, Whirlpool has donated more than 28,000 products to Habitat ReStore retail outlets, helping raise over \$4.6 million. A proud sponsor of Habitat's Jimmy & Rosalynn Carter Work Project since 2003, the company has engaged 8,000 employee volunteers, sponsored more than 100 homes around the world and served more than 24,504 families in Europe. Whirlpool plans to support the work of Habitat around the world through product donations, financial contribution and/or volunteerism. For more information, go to www.whirlpoolcorp.com/habitat.

About Whirlpool Brand

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2011, 68,000 employees and 65 manufacturing and technology research centers around the world. Whirlpool Brand recognizes that consumers lead busy, active lives and continues to create solutions that help consumers optimize productivity and efficiency in the home. In addition to designing appliance solutions based on consumer insight, Whirlpool is one of Habitat for Humanity's largest corporate partners, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool Brand, please visit www.whirlpool.com or find us on Facebook at www.facebook.com/whirlpool. Additional information about the company can be found at www.whirlpoolcorp.com.

About Habitat for Humanity International

Habitat for Humanity International is a global nonprofit Christian housing organization that seeks to put God's love into action by bringing people together to build homes, communities and hope. Since 1976, Habitat has served more than 600,000 families by welcoming people of all races, religions and nationalities to construct, rehabilitate or preserve homes; by advocating for fair and just housing policies; and by providing training and access to resources to help families improve their shelter conditions. For more information, to donate or to volunteer, please visit www.habitat.org, or follow us at www.facebook.com/habitat or at www.twitter.com/habitat_org or join Habitat's blog community at www.habitat.org/blog.