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Sophisticated Laundry Features Designs to Make Your Life Easier

Survey Finds Most Focus on Features, Function When Buying Appliances

BENTON HARBOR, Mich., Oct. 25, 2012 /PRNewswire/ -- A recent online survey conducted by Harris Interactive on behalf of Whirlpool Corporation in May 2012 found that, when purchasing appliances, aside from price, features are what most buyers are interested in, followed closely by function. The features in the new Duet® laundry pair are simple enough to use but sophisticated enough to get the job done — making the laundry process as easy as "ABC."

(Logo: http://photos.prnewswire.com/prnh/20110404/NY75862LOGO)

Always the Right Amount:
Stop worrying about how much detergent to use and let us do the measuring for you. With Precision Dispense Ultra the washer holds enough detergent for up to 12 loads of laundry in a single filling and will save nearly 10% in HE detergent costs[1].

Beat the Clock:
Constantly thinking about when it is time to switch the laundry? The Dynamic Venting Technology® keeps clothes fresh until you are ready to throw them in the dryer. Even better, the 12-Hour FanFresh® option activates a built-in fan after the wash cycle is over, tumbling clothes for up to 12 hours — so your clothes will start drying right in the washer.

Care for Your Clothes:
Thanks to the Adaptive Clean Wash System with Precision Dispense in the washer, clothes will stay looking newer longer. Even better the dryer will help preserve the perfect fit with advance Moisture Sensing, which helps determine when everything is perfectly dry, saving time and energy and helping to prevent over drying, which leads to shrinking.

Together this new Duet® HE washer and dryer will save consumers over $3,300 in lifetime water and energy costs[2]. The front-load Duet® washer (model WFW96HEAW/C) and dryer (model WE/GD96HEAW/C) is available in White and Chrome Shadow at national retailers with an MSRP starting at $ 1,449.00.

To learn more about Whirlpool brand please visit www.whirlpool.com or our Facebook page.

Methodology
This survey was conducted online within the United States by Harris Interactive on behalf of Whirlpool Corporation from May 21-23, 2012 among 2,212 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact media@whirlpool.com.

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.

1. Compared to adding the detergent manually.
2. Compared to pre-2004 traditional top load washers, based on average use, using normal cycle, 11-year life.

SOURCE Whirlpool Corporation

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