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Whirlpool Corporation Reaffirms Commitment to Smart Home Solutions

Flagship brand puts home management in the palm of your hand with smart appliances

BENTON HARBOR, Mich., April 29, 2013 /PRNewswire/ -- Global appliance leader Whirlpool Corporation (NYSE: WHR) continues its legacy of leadership in sustainability with the launch of a line of smart appliances with 6th Sense Live™ technology. The company's flagship Whirlpool brand will make smart home management a reality this month in the Chicagoland area with the release of a suite of smart appliances along with a free mysmartappliances app **which is available in the iTunes app store now.**

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/60763-whirlpool-6th-sense-live-technology-smart-appliances-sustainability>

(Photo: <http://photos.prnewswire.com/prnh/20130429/MM97766>)

Today, the convergence of technology with everyday household appliances is evolving to optimize energy consumption and allow consumers to manage everyday household tasks from their smart phones. From the establishment of Whirlpool Corporation's office for environmental control in 1970 and its impact on energy policy to its efficient products and sustainable business model, this global trailblazer has demonstrated leadership and innovation in this area since its founding in 1911. Who better to simplify smart home management for the consumer?

Now, home can always be as close as the tips of your fingers. This month, Whirlpool brand will bring connected appliances to the marketplace, introducing four appliances including a smart refrigerator, smart dishwasher and smart washer and dryer. Each has the ability to be controlled using an app and will communicate with the emerging Smart Grid — the next generation electrical grid.

"Smart grid-enabled appliances have evolved into a broader conversation around the connected home and home management. Consumers want to connect to their homes in a meaningful way and benefit from functions that allow them to save energy and monitor their appliances even when away from home," said Warwick Stirling, Whirlpool Corporation's global director of sustainability. "As connectivity becomes more of a priority in our daily lives, seamless home management is what 6th Sense Live technology provides. We're proud to provide our consumers with the peace of mind that they can manage daily, essential tasks from anywhere with ease."

Addressing consumer desire to connect to their homes in a meaningful way, Whirlpool brand's new appliances make home appliance management simple with Smart Assistant features like Vacation Assistant, Remote Start/Pause and alerts or text messages. Gone are the days when you had to guess the detergent status in your washer or remember what water filter model you need for your refrigerator. Whirlpool brand smart appliances offer notifications and alerts to consumers via their smart phones and tablets and deliver real-time information, such as what cycle the smart dishwasher is on as well as energy rates and consumption.

Whirlpool brand smart appliances are available for purchase nationally through Abt Electronics in Chicago and from other leading retailers later this year. Visit whirlpool.com/smart for more information. The line includes:

- Whirlpool® Smart Side-by-Side Refrigerator with 6th Sense Live™ technology (WRL767SIAM). Available in Monochromatic Stainless Steel, MSRP \$1,999.
- Whirlpool® Smart Dishwasher with 6th Sense Live™ technology (WDL785SAAM). Available in Monochromatic Stainless Steel, MSRP \$949.
- Whirlpool® Smart Front Load Washer and Electric Dryer with 6th Sense Live™ technology (WFL98HEB/ WEL98HEB). Availability and pricing to be announced.

About Whirlpool brand

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion in 2012, 68,000 employees and 65 manufacturing and technology research centers around the world. We advance technology to the point of simplicity. Creating innovations that are forward-thinking for what we choose to put in —

and what we don't. Great design that fits seamlessly into life. 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/whirlpoolusa. Additional information about the company can be found at www.whirlpoolcorp.com.

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