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The EveryDrop™ Water Filter: Fresh, Fast and Filtered Water at the Speed of Life™

At home or on the go--the EveryDrop™ Water Filter accommodates any busy life

BENTON HARBOR, Mich., Oct. 16, 2013 /PRNewswire/ -- Whether you are at home or on the go, you need a water filter that is as active as you are. Imagine being able to filter water at the pace of your faucet* anywhere and into any container that works best for your hectic schedule. Now, Whirlpool® Water offers fresh filtered water at the speed of life™ with the EveryDrop™ Water Filter.

(Logo: <http://photos.prnewswire.com/prnh/20131016/DE98741LOGO>)

The EveryDrop™ Water Filter can filter one gallon in just two minutes, that's five times faster than leading brand water filtration pitchers**. Furthermore, the EveryDrop™ Water Filter has a capacity of 60 gallons, 50% more water with one single filter that's 20 extra gallons of purified water for you before you need to replace the filter! As an added bonus, with the filtering power of one EveryDrop™ Water Filter, you can save 450 plastic water bottles*** from the landfill.

Fast and fresh-tasting water is usually taken for granted, until you actually need it. The EveryDrop™ Water Filter is versatile, so your family can enjoy the taste of filtered water at home with coffee or tea, cleaning fruits and veggies, and when used for cooking or making ice cubes. Pets can enjoy freshly-filtered water too as you can easily fill water bowls. Sleek in design, but small enough to travel; the portable EveryDrop™ Water Filter is perfect for those constantly on-the-go — bringing you fresh-tasting, filtered water at home, the gym, office, hotel, airport or dorm room.

"Whirlpool® Water is continuously researching and pioneering innovative ways to ensure consumers and their families are drinking and cooking with the very best water possible," said Bridget Battistone, senior brand manager, Whirlpool® Water. "Now, with the creation of EveryDrop™, consumers and families have the ability to take advantage of fast, fresh and filtered water—wherever their busy lives take them."

The large capacity micro contaminant filter reduces unpleasant chlorine taste and odor from your drinking water. Now, everyone anywhere can enjoy delicious, freshly-filtered water at the speed of life™. Make the choice to live well for yourself and provide it to your family and taste the difference in 'every drop' with the EveryDrop™ Water Filter.

The EveryDrop™ Water Filter starter kit includes, 1 EveryDrop™ Water Filter, 1 protective travel case, 1 micro contaminant replacement filter. It is available in blue or white for \$19.99 at select retailers nationwide.

About EveryDrop Brand

EveryDrop is the revolutionary new water filtration brand developed by Whirlpool® Water. For over 100 years, American families have relied on Whirlpool Corporation as a trusted name in home appliances and consumer solutions. This trust across the nation has kept us connected to our customers and supported our ability to design new innovations to help further improve your family's everyday life. Now, our Whirlpool® Water experts proudly present the revolutionary EveryDrop Water Filter. Its fast flow filtration technology and compact, contoured shape make it perfect at-home and on-the-go water filter. The EveryDrop Water Filter will simplify your life and revolutionize where, when and how fast you enjoy freshly filtered, great-tasting water. Discover the EveryDrop water filter at www.everydropwater.com. Find us on Facebook at <https://www.facebook.com/EveryDropWater> and Twitter at <https://twitter.com/everydropwater>.

*At moderate faucet flow rate

**Based on manufacturer's disclosed capacities

***16.9 oz water bottle

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