



Calling All Volunteers: Application Process Opens For Third Annual Whirlpool® Building Blocks

Whirlpool Kicks Off Nationwide Search for Volunteers to Join Annual Habitat for Humanity Community Build

DALLAS, June 2 /PRNewswire-FirstCall/ -- Habitat for Humanity and Whirlpool brand are looking for a few good men and women for the third annual Whirlpool® Building Blocks program home-building blitz in Dallas. From June 2 to July 11, 2008, consumers can apply at www.whirlpool.com/buildingblocks to join the 2008 build team and help eliminate substandard housing in the United States.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20040202/DETU004LOGO>)

According to the National Low Income Housing Coalition and Habitat for Humanity, substandard housing affects 95 million people in the United States. The Whirlpool® Building Blocks program is designed to bring together nearly 300 volunteers nationwide to work hand-in-hand to raise walls, construct roofs and create homes with qualified Habitat families. Volunteers do not need prior building or Habitat experience to apply.

"For nearly a decade, Whirlpool has supported Habitat for Humanity in its mission to provide families with simple, decent housing," said Ellen Taaffe, vice president, Mass Brands, Whirlpool Corporation. "The Whirlpool® Building Blocks program is an extension of that commitment and we ask interested consumers to 'join us' in our efforts to raise awareness of the affordable housing crisis in this country."

From November 16-21, 2008, the Whirlpool® Building Blocks program will build homes with nine families in the West Dallas community of Greenleaf Village II. On average, the median household income in West Dallas is \$25,790 and an estimated one out of every three families in the community lives below the federal poverty level. Dallas is the third city to be chosen for the program, which kicked off in Nashville in 2006 and moved to Phoenix in 2007.

"These 300 volunteers are building more than homes -- they are improving lives and creating a neighborhood where children and families can thrive," said Norm Wilbur, executive director for Dallas Area Habitat for Humanity. "We welcome Whirlpool brand and the Building Blocks volunteers to make a big difference in 'Big D' this November."

Each year, the Whirlpool® Building Blocks program recognizes an outstanding Habitat for Humanity affiliate in the United States by organizing a weeklong building blitz. Whirlpool Corporation is one of Habitat for Humanity's largest corporate partners, donating a range and ENERGY STAR® qualified refrigerator to every new Habitat home built in North America. Every year, thousands of Whirlpool employees volunteer their own time to Habitat builds around the country. The partnership began in 1999, and Whirlpool brand plans to support every new Habitat home built globally by 2011, through product donations, cash or home sponsorship.

For more information, rules and an application, please visit www.whirlpool.com/buildingblocks.

This year, the Whirlpool® Building Blocks community moves online to Facebook, enabling volunteers -- past, present and future -- to exchange stories, share photos and lend encouragement. Non-volunteers also are invited to follow the build's progress via the page. To visit the Whirlpool® Building Blocks Facebook page, go to www.whirlpool.com/BuildingBlocksFacebook.

About Whirlpool Brand

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances with annual sales of approximately \$19 billion and more than 73,000 employees. Whirlpool brand recognizes that consumers lead busy, active lives and continues to create solutions that help consumers optimize productivity in the home. In addition to designing appliance solutions based on consumer insight, Whirlpool brand is dedicated to creating ENERGY STAR® qualified appliances like the Duet® Steam washer, which uses up to 73 percent less water and 77 percent less energy than conventional washers -- helping consumers save money and natural resources. 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. Additional information about the

company can be found at <http://www.whirlpoolcorp.com>.

About Habitat for Humanity International

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built more than 250,000 houses worldwide, providing simple, decent and affordable shelter for more than 1 million people. For more information, visit www.habitat.org.

About Dallas Area Habitat for Humanity

Dallas Area Habitat for Humanity (DAHfH) is a Christian ministry that builds quality, affordable homes in partnership with deserving families. Habitat's homeownership program is an innovative model that offers low-income families the opportunity to own a home with affordable 0% interest loans. Homes are financed by generous donations from community supporters and largely built by the partner Habitat family with thousands of dedicated volunteers each year. As the largest nonprofit homebuilder in the City of Dallas, Dallas Area Habitat has served 650 low-income families with homeownership since 1986, investing \$50 million in 20 neighborhoods of Dallas county to build new homes, neighborhoods and hope.

CONTACT:

Audrey Reed-Granger

or

Whirlpool Corporation

+1-269-923-7557

Audrey_Reed-Granger@Whirlpool.com

or

Alyson Buck of Peppercom

+1-212-931-6122

abuck@peppercom.com

for Whirlpool Corporation