Whirlpool Corporation Selected as Exclusive Appliance Partner by Horton Homes

BENTON HARBOR, Mich., June 22, 2010 /PRNewswire via COMTEX/ --Whirlpool Corporation (NYSE: WHR) was recently named the exclusive appliance partner for Horton Homes, a privately held leader in the manufactured housing industry. As part of the agreement, Whirlpool Corporation will provide Whirlpool and Maytag brand appliances to Horton Home's modular and manufactured homes.

"We are impressed with Whirlpool Corporation's excellent reputation in the industry and with consumers, and are confident that its appliance delivery and in-the-field support is exactly what we need," said Steve Gregory, vice president of purchasing for Horton Homes.

Horton Homes develops and manufactures many components within the homes it builds, including dry wall, frames and moldings to ensure quality craftsmanship and fast delivery. Priding itself on providing superior construction, energy efficiency and breadth of amenities, Horton Homes will offer Whirlpool and Maytag brand appliances in its homes' kitchen and laundry areas.

"Whirlpool and Maytag brand appliances provide an enhanced level of quality, energy efficiency and features for which Horton Homes is known, making us an ideal partner," said Tom Halford, general manager, contract sales and marketing at Whirlpool Corporation. "We're honored to be part of Horton Homes' commitment to the community and admirable business practices."

About Horton Homes

Horton Homes, located in Eatonton, Georgia, is the leading producer of HUD code manufactured homes and modular homes at a single facility in the nation. Manufacturing three homes a week in an abandoned chicken house in 1970, Horton Homes has grown to a 100-acre facility, with a manufacturing capacity of 100 floors a day. The dramatic growth is directly linked to Horton Homes commitment to offer the consumer an attractive and affordable home that is designed and built with today's modern technological advances.

The indoor construction process and self owned, centrally located facilities allow Horton Homes to offer the winning combination of quality construction at an affordable price. For more information on Horton Homes, call 800-657-4000 or visit hortonhomes.com.

About Whirlpool Corporation

Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. The Inside Advantage™ is designed to meet the needs of Whirlpool Corporation's building community customers. More than a program, The Inside Advantage™ provides trade customers with the strength of Powerful Brands, Innovative Products, Market Insight and Targeted Services, all from one company.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately $17 billion in 2009, 67,000 employees, and 67 manufacturing and technology research centers around the world. The company markets *Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht* and other major brand names to consumers in nearly every country around the world. For more information on Whirlpool Corporation and its offerings for building professionals, please visit *insideadvantage.com* or call 1-800-952-2537.

For a link to the release, visit: http://bit.ly/HortonHome