



Whirlpool Corporation Named One of the 25 Most Reputable Companies in the United States

BENTON HARBOR, Mich., April 28, 2010 /PRNewswire via COMTEX/ --Whirlpool Corporation (NYSE: WHR) today was named one of the Top 25 Most Respected U.S. Companies by *Forbes* magazine and the Reputation Institute. This is the third consecutive year Whirlpool has been named to the Most Respected Companies list.

"We are proud to be recognized by the Reputation Institute as one of the 25 most respected U.S. companies," said Jeff M. Fettig, chairman and CEO, Whirlpool Corporation. "Our strong reputation is made possible because of the people at Whirlpool who are committed to providing consumers with excellent, innovative, high-quality products and services, and who have long conducted business with integrity."

In the fifth annual survey of U.S. consumers conducted by Reputation Institute, Whirlpool earned a Pulse rating of 76.81, placing it twenty-fifth on the list of the largest 150 U.S. headquartered companies based on revenue.

Reputation Institute conducts an annual online Global Pulse Survey of the general public to measure the corporate reputation of more than 1,000 of the world's largest companies within 27 countries. The companies were evaluated on seven key dimensions including products and services, governance, citizenship, workplace, innovation, leadership and financial performance. In this survey of worldwide consumers, Reputation Institute included 150 of the largest companies within the United States.

About Whirlpool Corporation

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. Additional information about the company can be found at <http://www.whirlpoolcorp.com/>.

About Reputation Institute

Reputation Institute is a private advisory and research firm specialized in corporate reputation management. With offices and associates in more than 20 countries, Reputation Institute provides knowledge-based consulting services to some of the most respected companies worldwide. Our consulting teams regularly help global clients assess, value and act on their reputations by providing strategic analysis and direction, as well as relevant assistance in developing and implementing reputation measurement and management systems. Reputation Institute also identifies best practices from original research, and we share our cutting-edge findings with clients and members through engagements, seminars, conferences, and publications. The *Global Pulse* is Reputation Institute's flagship research study conducted annually with some 60,000 consumers in 27 countries from which emerge detailed ratings of the reputations of the world's 1000 largest companies. Each year, the results of this study are featured in leading business publications around the world. Visit <http://www.reputationinstitute.com/> to learn more about us.