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EveryDrop™ Filters by Whirlpool® Water Make a Splash at the International Home + Housewares Show

New brand name and product innovations revolutionize how filtered water is enjoyed

BENTON HARBOR, Mich., March 6, 2015 /PRNewswire/ -- At this year's International Home + Housewares Show, EveryDrop™ Filters by Whirlpool® Water (NYSE: WHR) debuts a new brand name and a collection of their refrigerator filters 1-4 that are certified to reduce the most contaminants[1]. With the re-launch of the brand's name and introduction of new, noteworthy product innovations, EveryDrop™ Filters by Whirlpool® Water is continuing its mission to help consumers recognize and remember the importance of water filtration and changing the water filter. Through an interactive Housewares Show experience, the brand is offering attendees a fresh way to look at water - from product demonstrations, simple tips and subscription services for filter replacement, to hydration stations that offer creative ways to incorporate water filtration into daily activities.



"From our perspective, it's simple. Water is better filtered," said Jennifer Bonuso, Director of Consumer Products for Whirlpool Corporation. "We know consumers' lives are busier than ever, so it's our goal to continue to find new ways to provide families accessible and versatile options to get great-tasting, fresh, filtered water, along with easy methods and reminders to replace their water filter."

Whether making dinner at home, traveling or working out at the gym, EveryDrop™ Filters by Whirlpool® Water creates products that provide a real benefit to families for their day-to-day water needs:

- The **new line-up of Ice and Water Refrigerator Filter(s) feature filters 1-4 that are certified to reduce the most contaminants[2]**.
 - Certified to fit Whirlpool, Maytag, Amana, KitchenAid, and Jenn-Air refrigerators, the new collection features eight different filters for varying refrigerator models and reducing various contaminants.
 - Filters numbers one through four are certified to reduce the most contaminants, [3] including pharmaceuticals, pesticides, lead, cysts, sediments, minerals, chlorine taste and odor.
- The **award-winning EveryDrop™ Portable Water Filter** is perfect for at home and on-the-go fresh, filtered water.

- o Its fast flow filtration technology and compact, contoured design allows it to fill any container five times faster than leading brand water filtration pitchers [4] - one gallon in two minutes.

Going beyond showcasing the value of filtered water, the brand is encouraging consumers to remember to change their water filter - whether it's creating a seasonal checklist, setting calendar reminders or signing up for an EveryDrop™ Filters by Whirlpool® Water subscription service. The brand conducted research[5] that found nearly half of consumers are unaware that they need to change their refrigerator filter every six months to maintain maximum contaminant removal.

"We're thrilled to be present at this year's International Home and Housewares Show," said Bridget Battistone, senior brand manager, EveryDrop™ Filters by Whirlpool® Water. "We know replacing the water filter and filtering tap water at home or on-the-go isn't always top-of-mind for families, but we think it should be - we drink it, cook with it - water is a very important and necessary part of our lives. This show is a great opportunity for us to remind people of the impact filtered water can have on our daily lives, and give them tips to make changing out their home or portable water filter as simple as possible."

Located in the Lakeside Room (L12813#) at McCormick Place, attendees heading to the Housewares Show will have the opportunity to interact and engage with EveryDrop™ Filters by Whirlpool® Water first-hand, learning about the Ice and Water Refrigerator Filter(s) and EveryDrop™ Portable Water Filter. For retail buyers and media, EveryDrop™ hydration stations in the Lakeside and South Buyers Clubs will offer custom mocktails, ensuring attendees stay hydrated throughout the show, along with unique ideas to reach the necessary amount of daily water intake.

For more information on the brand's water filtration innovations and to learn how to set up a subscription to replace your water filter, follow @EveryDropWater on social media. For attendees, enter to win an EveryDrop™ Portable Water Filter: tag @EveryDropWater and use #SpringForward.

About EveryDrop™ Filters by Whirlpool® Water

EveryDrop™ Filters by Whirlpool® Water is a water filtration company, including refrigerator water filters and the EveryDrop™ Portable Water Filter. 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 EveryDrop™ Filters by Whirlpool® Water experts proudly present the new line-up of refrigerator filters - featuring filters 1-4 that are certified to reduce the most contaminants[6]. We also proudly offer the EveryDrop™ Portable Water Filter for great tasting water on the go. EveryDrop™ Filters by Whirlpool® Water simplifies your life and revolutionizes where, when and how fast you enjoy freshly filtered, clean, great-tasting water. Follow @EveryDropWater on social media to discover more and learn how to sign up for a subscription to replace your water filter. Find us on Facebook at <https://www.facebook.com/EveryDropWater> and Twitter at <https://twitter.com/everydropwater>.

[1] Filters 1-4 only. Filters 1,2, & 4 based on NSF rated 6 month refrigerator filters flowing .75 gpm -.80 gpm. Filter 3 based on NSF rated 6 month refrigerator filters flowing .50 gpm - .60 gpm.

[2] Filters 1-4 only. Filters 1,2, & 4 based on NSF rated 6 month refrigerator filters flowing .75 gpm -.80 gpm. Filter 3 based on NSF rated 6 month refrigerator filters flowing .50 gpm - .60 gpm.

[3] Filters 1-4 only. Filters 1,2, & 4 based on NSF rated 6 month refrigerator filters flowing .75 gpm -.80 gpm. Filter 3 based on NSF rated 6 month refrigerator filters flowing .50 gpm - .60 gpm.

[4] Based on flow rate testing of leading brand water filtration pitchers.

[5] Source: Whirlpool Corporation.

[6] Filters 1-4 only. Filters 1,2, & 4 based on NSF rated 6 month refrigerator filters flowing .75 gpm -.80 gpm. Filter 3 based on NSF rated 6 month refrigerator filters flowing .50 gpm - .60 gpm.

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