



## Whirlpool Corporation's Training and Brand Experience Center Goes Virtual

### Online tradeshow space takes Chicago product showroom's eco focus to another level

BENTON HARBOR, Mich., April 25, 2011 /PRNewswire/ -- Whirlpool Corporation (NYSE: WHR) today announced the official launch of its virtual tradeshow space — modeled after the company's flagship brand and product experience center in Chicago's Reid Murdoch Center. With online booths dedicated to Whirlpool Corporation's portfolio of brands, the World of Whirlpool Corporation Virtual Tradeshow provides designers, industry influencers and members of the media access to the latest and greatest in kitchens, laundry rooms and garages.

(Logo: <http://photos.prnewswire.com/prnh/20040202/DETU004LOGO>)

"Going virtual with the World of Whirlpool adds a convenient option for our audiences to see our latest and greatest in product offerings," said Monica Teague, senior brand public relations manager, Whirlpool Corporation. "The World of Whirlpool Corporation Virtual Tradeshow reinforces Whirlpool Corporation's commitment to being green by offering all the benefits and information of a tradeshow online."

Not only can influencers visit the World of Whirlpool Corporation in Chicago to experience the brands in interactive, state-of-the-art environments, but they can log on to the Virtual Tradeshow at any time this year to view company announcements, product images and videos highlighting products and the corporation's portfolio of brands.

The World of Whirlpool Corporation space in Chicago was built with an eco-focus using locally-sourced construction materials; materials made from recycled, renewable and/or recyclable content; low-flow plumbing fixtures; and low VOC coatings. The location uses extensive day lighting, and includes a large outdoor space with an herb garden providing fresh ingredients for cooking demonstrations and events. Whirlpool Corporation opened the Chicago location as part of the company's 100<sup>th</sup> anniversary on Nov. 11, 2011.

Designers, industry influencers and members of the media can access the World of Whirlpool Corporation Virtual Tradeshow by entering [here](#) between 10 a.m. and 3 p.m. CT to interact virtually with brand ambassadors. For questions regarding usernames and passwords, please contact [jclapper@peppercom.com](mailto:jclapper@peppercom.com).

### About Whirlpool Brand

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion in 2010, 71,000 employees, and 66 manufacturing and technology research centers around the world. Whirlpool brand recognizes that consumers lead busy, active lives and continues to create solutions that help consumers optimize productivity and efficiency in the home. In addition to designing appliance solutions based on consumer insight, Whirlpool brand is dedicated to creating ENERGY STAR<sup>®</sup> qualified appliances like the new Duet<sup>®</sup> washer which uses 82 percent less water and 86 percent less energy than a traditional top load washer manufactured before 2004. 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. For more information on Whirlpool brand please visit [www.whirlpool.com](http://www.whirlpool.com) or find us on Facebook at [www.facebook.com/whirlpool](http://www.facebook.com/whirlpool). Additional information about the company can be found at [www.whirlpoolcorp.com](http://www.whirlpoolcorp.com).

### About Whirlpool Corporation's 100th Anniversary

Founded on Nov. 11, 1911, Whirlpool Corporation has influenced home and family life during the last century. The company is driven by the belief that everyone needs a comfortable place to call home and has a 100 year history of creating better ways of cooking, cleaning, refrigerating and storing. Whirlpool Corporation is focused on improving lives one person, one family, one home, one community at a time.

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