



Whirlpool Corporation Wins Two ADDY Awards for Maytag Brand Marketing and Advertising Work

BENTON HARBOR, Mich., March 27 /PRNewswire-FirstCall/ -- Whirlpool Corporation (NYSE: WHR), the world's largest manufacturer of appliances, today announced it received two Silver ADDY awards from the New York Chapter of the American Advertising Federation for its recent marketing and advertising work for the Maytag brand. This is the first time in the brand's 100-year history that it has won this prestigious award.

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

The first award was received for the groundbreaking "Search for the Next Maytag Repairman," a national, fully-integrated effort that allowed average Americans to audition for the chance to become the next person to wear the famous blue suit and become the face of the brand.

"When we acquired the Maytag brand, we knew that the Maytag Repairman was much more than just an advertising equity, he was a pop-culture icon. As such, we wanted to open this role to all Americans," said Jeff Davidoff, vice president, Brand Marketing and Communications, Whirlpool Corporation. In late 2006, Whirlpool Corporation found the new Maytag Repairman, Clay Jackson, a former real-estate salesman from Richmond, Va., through the national casting call.

The second award was for the advertising campaign titled "What's He Been Up To?" which showcases the Maytag brand's legendary quality and dependability by portraying the Maytag Repairman keeping himself busy by plying his trade as a repairman by fixing things other than Maytag appliances.

"We wanted to get the Maytag Repairman out of his lonely, boring repair shop and have him actively engage with other people," said Davidoff. "By having him fix everything, from copy machines to cable boxes, we underscored the Maytag legacy of quality and dependability."

"We are pleased with this work and with this creative recognition," said Ellen Taaffe, vice president of Mass Brands, Whirlpool Corporation. "Our goal is to continue to restore the Maytag brand to its iconic status. These awards are an indication that we're on the right track creatively."

The ADDY Awards are the world's largest and toughest advertising competition. The American Advertising Federation, a not-for-profit industry association conducts the ADDY Awards. It is the only creative awards program administered by the advertising industry for the industry.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion, 73,000 employees, and 72 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>.

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