



Whirlpool Corporation Named One of the Top 10 Most Reputable Companies in the United States

BENTON HARBOR, Mich., April 30, 2009 /PRNewswire-FirstCall via COMTEX/ -- Whirlpool Corporation (NYSE: WHR) was named one of the Top 10 Most Respected U.S. Companies by the Reputation Institute and Forbes.com.

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

"We are proud to be recognized by the Reputation Institute as one of the 10 most respected U.S. companies," said Jeff M. Fettig, Whirlpool Corporation chairman and chief executive officer. "Our strong reputation is made possible because of the people at Whirlpool who are committed to providing consumers with excellent, innovative products and services, and who have long conducted business with integrity."

In the fourth annual survey of U.S. consumers conducted by Reputation Institute, Whirlpool earned a Pulse rating of 79.86, placing it sixth on the list of the largest 150 U.S.-headquartered companies based on revenue and earning Whirlpool a Top 10 ranking in reputation among measured U.S. companies.

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 32 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 Reputation Institute

Reputation Institute is a private advisory and research firm specializing 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. Its 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 shares its 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 32 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 Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion, 70,000 employees, and 68 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>.