



Whirlpool Corporation and Habitat for Humanity Unveil Locations for Community Builds in 2011

BENTON HARBOR, Mich., March 22, 2011 /PRNewswire/ -- Whirlpool Corporation (NYSE: WHR), the world's largest manufacturer of home appliances, and Habitat for Humanity® International announce the Whirlpool communities hosting Habitat builds in 2011. Homes will be built in Fort Smith, Ark.; Knoxville, Tenn.; Benton Harbor, Mich.; Marion, Ohio; and, Tulsa, Okla. There also will be homes built on two university campuses as part of the company's goal to cultivate the spirit of giving in the next generation by involving college students in the program. The campus build locations will be announced later in the year.

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

Whirlpool Corporation and Habitat for Humanity are celebrating more than a decade of partnership, as the company continues to support Habitat's mission to create affordable housing and increase opportunities for volunteer engagement. The builds will take place in communities in which Whirlpool Corporation has manufacturing, customer service and administrative offices, strengthening areas in which the company already operates.

"Our partnership with Habitat for Humanity is embedded at every level at our company, which is something we're very proud of," said Jeff Noel, Corporate Vice President, Communications & Public Affairs, Whirlpool Corporation. "Through this relationship, we positively impact families around the world, but we also give back to the communities where our consumers and employees live and work."

Whirlpool Corporation's commitment to Habitat includes the support of Habitat's work in 22 countries, sponsorship of and participation in Habitat's annual Jimmy and Rosalynn Carter Work Project, and the donation of a range and ENERGY STAR®-qualified refrigerator to every new Habitat home built in the United States, totaling more than 130,000 appliances to date. Additionally, the company was the first national partner to provide on-going donations to Habitat for Humanity ReStore resale outlets, which sell donated goods to the general public to help local Habitat affiliates fund the construction of homes within their communities.

"The support that long-standing partners like Whirlpool Corporation give to Habitat is critical to our affordable housing efforts around the world," said Jonathan Reckford, CEO of Habitat for Humanity International. "Hosting these builds demonstrates Whirlpool's sincere commitment to strengthen families and communities."

For more information, visit http://www.whirlpoolcorp.com/responsibility/building_communities/habitat_for_humanity.aspx.

About Habitat for Humanity

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built, rehabilitated, repaired or improved more than 400,000 houses worldwide, providing simple, decent and affordable shelter for more than 2 million people. For more information, or to donate or volunteer, visit Habitat.org.

About Whirlpool Corporation

In 11 years of partnership with Habitat for Humanity, Whirlpool Corporation has donated more than 130,000 ranges and ENERGY STAR® qualified refrigerators to new Habitat homes built in the United States, serving 65,000 families. The company has sponsored nearly 125 homes around the world and served 16,200 families in Europe. Additionally, Whirlpool has donated more than 25,000 products to Habitat ReStore resale outlets and has engaged more than 7,000 employee volunteers. A proud sponsor of the Jimmy and Rosalynn Carter Work Project since 2003, the value of the company's commitment to Habitat nears \$72 million. For more information, go to http://www.whirlpoolcorp.com/responsibility/building_communities/habitat_for_humanity.aspx.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$18 billion in 2010, 71,000 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 www.whirlpoolcorp.com.

About Whirlpool Corporation's 100th Anniversary

Founded on November 11, 1911, Whirlpool Corporation's time- and labor-saving appliance innovations have influenced home and family life during the last century. Driven by the belief that everyone needs a comfortable place to call home, Whirlpool Corporation is focused on improving lives one family, one home at a time.

SOURCE Whirlpool Corporation

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