Whirlpool Corporation Honored with Multiple Design Award

BENTON HARBOR, Mich., Dec. 15 /PRNewswire-FirstCall/ -- Whirlpool Corporation (NYSE: WHR) today announced its Global Consumer Design team was recently recognized by two esteemed organizations for its product design. Whirlpool received three prestigious design awards from the Chicago Athenaeum of Architecture and a Catalyst Award from the Industrial Designers Society of America (IDSA) and BusinessWeek magazine.

"We are honored to be recognized for our designs by these highly regarded organizations." said Charles Jones, vice president, Global Consumer Design, Whirlpool Corporation. "These products demonstrate that great design, along with great innovation and continually listening to your consumers, drives success in the marketplace."

The Global Consumer Design team won three awards out of entries from more than 25 countries globally from the Chicago Athenaeum of Architecture and Design. The winners are Whirlpool® Duet Sport™ fabric care system, KitchenAid® Architect™ Series Microwave Hood Combination Oven and Maytag ICE20™ Refrigerator.

The Chicago Athenaeum of Architecture and Design's historic "Good Design" program was founded in Chicago in 1950 by Edgar J. Kaufman Jr. with participation from Charles and Ray Eames, Alexander Girard, George Nelson, Florence Knoll, Harry Bertoia, Finn Juhl, and Russel Wright -- the pioneers of American modern design.

Whirlpool Corporation also was recognized by the Industrial Designers Society of America (IDSA) and BusinessWeek with a Catalyst Award for its design of the Whirlpool brand Duet fabric care system. Whirlpool was one of only three companies recognized from the more than 30 other products considered, each of which has experienced significant financial success in its particular market segment. Judged by comparing hard data and business performance over a five year period, the Catalyst awards honor examples of design that improve bottom line results for a company.

Whirlpool was honored for the Duet fabric care system, which rejuvenated the Whirlpool brand in fabric care globally, helping to establish it as the world's number one fabric care brand. Whirlpool experienced a double digit increase in washer revenues following the 2001 launch of the Duet pair. Today the Duet system remains a leader in the U.S. front load laundry market. The success of the Duet led Whirlpool to launch the Duet Sport™, a smaller version front load laundry system in 2006.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than $19 billion, more than 80,000 employees, and more than 60 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, 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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