



Whirlpool Corporation iXelium™ Cooktop Earns Prestigious iF Gold Design Award

BENTON HARBOR, Mich., March 14, 2012 /PRNewswire/ -- Whirlpool Corporation (NYSE: WHR), the world's largest manufacturer of home appliances, was recognized with the iF Gold Design Award in the product design category for its revolutionary iXelium™ cooktop. The product was recently honored during the iF Product Design Ceremony held earlier this year in Munich and marks the first time that iF has awarded a Gold Award to a home appliance.

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The Whirlpool iXelium cooktop was selected because of its sophisticated pairing of technology and design. Its high-efficiency burners are fully integrated into the streamlined surface and the cooktops are the first and only on the market to be fitted with grids and burners made completely with iXelium, a coating which maintains its shine over time. The exclusive nanotechnology is applied to all steel parts and prevents the yellowing and scratching of stainless steel.

"Winning the first iF Gold Design Award for home appliances is an outstanding achievement and demonstrates Whirlpool Corporation's commitment to innovative solutions that simplify the lives of our consumers," said Patrick Schiavone, Vice President, Global Consumer Design, Whirlpool Corporation.

Reflecting the company's commitment to efficiency, the iXelium 's five-burner technology offers maximum energy efficiency and savings up to 20 percent in boil time and up to 15 percent on gas consumption during food preparation. It also guarantees a reduction of over 50 percent on CO2 emissions compared to traditional cooktops.

Whirlpool Corporation leads the global home appliance industry, with an unmatched portfolio of trusted consumer brands offered throughout the world. The company is able to leverage its global capabilities with a strong local commitment and management base in each region.

The iF Gold Design Award recognizes international excellence in the field of design and technology. Products are evaluated by an iF panel of judges composed of renowned designers from around the world. Winners are selected amongst four categories: product design, communication design, materials, and packaging design.

The iF Awards are organized by the iF International Forum Design, which is an arm of iF Industrie Forum Design. The forum was launched in 1953 in Hannover, Germany.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2011, 68,000 employees, and 66 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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