

WHIRLPOOL CORPORATION KICKS OFF 100TH YEAR ANNIVERSARY CELEBRATION

Whirlpool of India Joins in the celebration with year-long initiatives for its customers, employees and trade partners in India

NEW DELHI, November 22 , 2010-As Whirlpool Corporation (NYSE: WHR) kicked off its year-long 100th anniversary celebrations globally, Whirlpool India has announced plans to join in the festivity back home in India. As a part of the celebration, Whirlpool India will host year long offers and launch new products to commemorate the global appliance leader's heritage of innovation.

The company kicked off the launch of the centenary year in India with the launch of a revolutionary product in the washing machine category- ACE. Ace is a semi-automatic washing machine positioned as a complete wash station based on the consumer insight of how most people in India wash their clothes. Equipped with the unique and patented technology 'Agitator', Whirlpool Ace replicates the way clothes are scrubbed with hands along with an additional roll-over movement that gives clothes a thorough yet gentle wash.

Designed and manufactured in India, specifically for Indian customers, ACE will be available in 3 variants and 2 Capacity points- 7.5 Kg and 8Kg with prices ranging from INR 9,200 to INR 10,200.

Alongside its focus on innovative product launches, Whirlpool India has also announced a social initiative 'Ek Jodi Kapda' in partnership with Goonj. This ongoing campaign is aimed at helping underprivileged get better access to basic clothing need. The company is committed to the cause and will provide infrastructure support through its supply chain to ensure the collected clothes reach remote locations.

The campaign has already gained significant momentum through support from celebrities such as Shabana Azmi, Gul Panag, Nandita Das, Tisca Chopra and the likes.

Commenting on the occasion, Mr. Arvind Uppal, President- Asia Pacific, Whirlpool Corporation said, "This is a proud moment for all of us and we want to celebrate this occasion with the entire Whirlpool India family including our employees, trade partners and customers who have over the years reposed

tremendous faith in the brand. As a part of the celebrations, we promise to offer a whole new range of innovations while adhering to the core essence of Whirlpool ka Magic".

"The past century has seen several benchmarks in our operations internationally. In India, we have achieved an enviable position in the consumer durables segment. Our aim for the coming years is to accelerate growth and expand our footprint in India both in terms of retail presence and new segments", he added.

For press materials, logos and images related to Whirlpool Corporation's year-long celebration of its 100th anniversary visit:
<http://www.whirlpoolcorp.com/100>.

About Whirlpool Corporation

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Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$17 billion in 2009, 67,000 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 <http://www.whirlpoolcorp.com>.

About Whirlpool Corporation's 100th Anniversary

Founded on November 11, 1911, Whirlpool Corporation has influenced home and family life during the last century. The company is driven by the belief that everyone needs a comfortable place to call home and has a 100 year history of creating better ways of cooking, cleaning, refrigerating and storing. Whirlpool Corporation is focusing on improving lives one person, one family, one home, one community at a time.

Whirlpool is the world's leading manufacturer and marketer of major home appliances, has always set industry milestones and benchmarks. The company's brand and image speaks of its commitment to the homemaker from every aspect of its functioning. It has derived its functioning principles out of an undaunted partnership with the homemakers and has a 100 year history of creating better ways of cooking, cleaning, refrigerating and storing . The products are engineered to suit the requirements of 'smart, confident and in-control' homemaker who knows what she wants. The product range is designed in a way that it employs unique technology and offers consumer relevant solutions.