

Press Release

THE INSIDE ADVANTAGE™



insideadvantage.com

PRESS CONTACT:
WHITNEY DEAN
MILLER BROOKS
317.873.8100

WHITNEY@MILLERBROOKS.COM

FOR IMMEDIATE RELEASE

Whirlpool Brand Reinvents the Laundry Room with Whirlpool® Fabric Care Studio

CHICAGO (McCormick Place, Booth #4067) (April 21, 2006) – Whirlpool brand is redefining today's laundry room to include more of what homeowners demand: productivity, greater energy efficiency, fabric care ease and more – all in one multifunctional, stylish in-home space. The brand announces the new Whirlpool® Fabric Care Studio concept, a combination of innovative laundry appliances with unique laundry products that turn the laundry room into a productive area homeowners can be proud of.



The Whirlpool® Fabric Care Studio stems from the Whirlpool® Family Studio concept and the trend toward larger, well-equipped and thoughtfully designed laundry rooms. The Fabric Care Studio incorporates a variety of vertical pedestals and work surfaces that accompany Whirlpool brand laundry pairs and optimize space in the laundry room.

The Whirlpool® laundry worksurface maximizes the area above frontloading washers and dryers, providing a seamless surface for sorting, treating and folding. It features a stain and scratch resistant nitrile mat fit with a PVC base. The easy-to-clean surface protects the top of the appliances and prevents things from falling between the washer and dryer. A backguard keeps things from falling behind the appliances and supply trays provide a holding area for laundry products and small items, such as pre-treating sprays, dryer sheets or coins. The worksurface measures 56.19" (w) x 3.70" (h) x 24.96" (d) and will be available in white and universal silver.

- more -



2000 M-63 NORTH • BENTON HARBOR, MI 49022
PHONE 269.923.5000 • FAX 269.923.3872

New Whirlpool® vertical laundry towers fit neatly in the laundry space, either inbetween or on either side of the washer and dryer. Like Whirlpool brand's original invention of the under-appliance pedestals, these vertical towers allow easy access and organization to laundry products. Adding this storage unit to the washer and dryer creates an extended worksurface. It also includes a 10" steel and chrome retractable hanging rod, providing a place to air-dry items such as shirts, hosiery and delicates. The three different models feature two oversized drawers, a pull-out tray and tray dividers, and will be available in white, black, biscuit and silver. Two vertical laundry towers measure 13.5" (w) x 37.5" (h) x 23.62" (d) and one tower fits into a 13.5" (w) x 35.2" (h) x 23.62" (d) space.

Available September 2006, the new vertical towers and worksurfaces were designed to complement such appliance pairs as the Whirlpool® Duet®, Whirlpool® Duet Sport™ and Whirlpool® Cabrio.™ These appliance pairs offer exceptional performance, productivity, and water and energy savings. Dryer times are as fast or faster than washing times, making load changes more efficient. Understanding consumers' desire to conserve resources, Whirlpool® Duet Sport™ HT, Duet Sport™ and Cabrio™ HE models are all ENERGY STAR® qualified for 2007.

Laundry appliances from Whirlpool brand include compact designs, long venting and vertical stacking capabilities, extraordinary capacities, high-efficiency and ENERGY STAR® qualification, and compact and coin-operated appliances.

Whirlpool Corporation dedicates substantial resources to understanding the changing lifestyles of homeowners. As homeowners are in constant need of new and unique products that will enhance their lives, Whirlpool Corporation works to exceed their expectations with innovative products and features that help them meet the demands of productivity while saving time and energy.

For more information on Whirlpool Corporation and the new Whirlpool® Fabric Care Studio, please visit www.insideadvantage.com or call 1-800-253-3977.

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.

###

