

OVERVIEW

Whirlpool Corporation has grown from its origins as a Midwestern U.S. company to the major appliance industry's global leader. Today the company leads the \$120 billion global home appliance industry with 2010 sales of more than \$18 billion. Its products are sold in more than 130 countries around the world.

Whirlpool Corporation manufactures appliances across all major categories, including fabric care, cooking, refrigeration and dishwashers, and has expanded into adjacent businesses, such as appliances, garage organization, laundry organization, kitchen cookware, cutlery and water filtration products.

For 100 years, providing products that meet specific consumer needs and doing business with both integrity and character have been the company's hallmarks. These principles will guide the company into its next century of opportunity, as it continues to uncover new ways to transform home and family life, providing timely, relevant product solutions that excite its shareholders, consumers and employees.



Whirlpool® Duet® laundry pair with 6th Sense™ Technology



WHIRLPOOL HEADQUARTERS AND U.S. MANUFACTURING LOCATIONS

WHIRLPOOL CORPORATION IN THE UNITED STATES

The United States continues to be the company's largest market. More than 30 percent of the company's 71,000 employees worldwide live and work in the United States, with more than 17,500 employees working in manufacturing positions.

Whirlpool Corporation has a presence in approximately 20 communities in the United States. Proud of its U.S. heritage and confident in the opportunities that exist in the North America market, in 2010, Whirlpool Corporation broke ground on a new state-of-the-art cooking facility in Tennessee, part of its five-year, \$1 billion investment in its U.S. operating footprint.

Whirlpool works with more than 10,000 suppliers in the United States. These suppliers also contribute to the health of the U.S. economy. Nearly 100 Whirlpool warehouse distribution centers are operated by third-party companies, which employ approximately 5,000 people.

GREATEST BRAND PORTFOLIO

For 100 years, Whirlpool Corporation's brands have been an integral part of daily life. Our brands are trusted. Our brands are preferred by consumers. Our brands are platforms for innovation.



A CENTURY OF ACHIEVEMENT

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



This foundation sets the stage for the company's next century. Its employees are passionate about creating products that provide real, sustainable value to consumers. The company's leading global portfolio of brands improve consumers' lives — in and around the home — each and every day.

CORPORATE SOCIAL RESPONSIBILITY

Making a sustainable difference in everything we do and touch

Whirlpool Corporation is guiding the course of the company in ways that restore and enhance all forms of capital – human, natural and financial – to meet consumer needs, generate shareholder value and contribute to the well-being of current and future generations. The company has built a culture of responsibility that is good for the business, the environment and society overall.

Whirlpool has conducted **business with integrity** and given back to the communities in which it operates since 1911, long before corporate social responsibility and governance became a focus of business and society.

■ CORPORATE GIVING

Whirlpool Corporation and the Whirlpool Foundation, established more than half a century ago, continue to reinvest in the communities where Whirlpool operates, supporting community organizations around the world through cash and in-kind donations each year.

■ HABITAT FOR HUMANITY® INTERNATIONAL

In more than 11 years of partnership with Habitat for Humanity, Whirlpool Corporation has developed active partnerships in 22 countries with a commitment nearing \$72 million. The company has donated more than 130,000 ranges and ENERGY STAR® qualified refrigerators to new Habitat homes, serving 65,000 families and involving more than 7,000 employee volunteers.

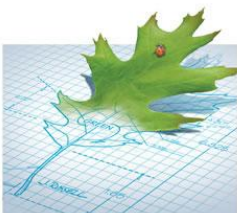
■ COOK FOR THE CURE®

Created and sponsored by the KitchenAid brand, Cook for the Cure gives passionate cooks a way to support Susan G. Komen for the Cure. The program has raised more than \$8 million globally to support the fight against breast cancer since 2001.



Instituto Consulado Da Mulher® has helped more than 30,000 women in Brazil learn and apply skills to form new businesses.

ENVIRONMENTAL RESPONSIBILITY



For nearly 40 years, Whirlpool Corporation led in developing home appliances that incorporate innovative technologies and help conserve energy and water resources for consumers throughout the world.

- In 2003, Whirlpool became the first appliance manufacturer to announce a global greenhouse gas reduction of 3 percent by 2008. In 2007, the company revised its target to 6.6 percent by 2012. It is on track to meet the target.
- The company manufactures and markets more than 450 ENERGY STAR® qualified major appliances for the U.S. and Canadian markets, more than any other appliance manufacturer.

- Partners with SmartWay Transport®, an EPA and freight industry collaboration, to increase energy efficiency while reducing carbon dioxide by 2012.
- Roughly 85 to 90 percent of materials (steel and other metals, some plastics) used in Whirlpool Corporation-manufactured products can be recycled.

AWARDS AND RECOGNITION

- Ranked No. 1 on *Fortune* magazine's 2011 World's Most Admired Companies list (home equipment, furnishings).
- Named one of *Chief Responsibility* magazine's 2011 100 Best Corporate Citizens.
- Named one of *DiversityInc's* Top 50 Companies for Diversity.
- Ranked sixth on *Fast Company's* 2011 list of the World's Most Innovative Companies in the Consumer Products category.
- Named to *Forbes* magazine's 2011 America's Most Respected Companies list.
- Listed on the Dow Jones Sustainability, FTSE4Good and MSCI KLD 400 Social indexes, three of the world's most comprehensive reviews of sustainable business practices.
- Received the 2011 ENERGY STAR Sustained Excellence Partner of the Year award, the company's 24th ENERGY STAR award in 13 years; more than any other appliance manufacturer.

