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**WHIRLPOOL BRAND RETURNS TO CONSUMER ELECTRONICS SHOW WITH
INSIGHTFUL, PROVEN PARTNERS FOR centralpark™ CONNECTION**
*Whirlpool Brand Refrigerator Integrates Latest Gadgets -- iPod Speaker System,
Web Tablet with Organizational Software and Message Center*

-- Four Concepts Making Debut at the 2008 Consumer Electronics Show--

LAS VEGAS, Jan. 7, 2008 – The kitchen is increasingly known as the “family nerve center,” where dinner is cooked, friends and family gather, kids do homework and parents pay bills. Whirlpool brand has incorporated these kitchen consumer insights into the development of the centralpark™ connection, a refrigerator with a plug-and-play platform, adding functionality for today’s digital consumer. More than 30 percent* of laptop computer, digital photo frame and digital music player owners currently use their devices in the kitchen – making the centralpark™ connection a natural next step in appliance evolution.

With the life cycle of appliances being significantly longer than that of consumer electronics, Whirlpool brand’s platform offers industry-first flexibility. The centralpark™ connection allows consumers to update their electronics at anytime so multiple devices can be used interchangeably right on the refrigerator door. Consumers also may remove the devices for a more standard refrigerator façade. Currently, the CEIVA Digital Photo Frame is available at retail. Concepts shown at the 2008 Consumer Electronics Show include Clio® Vu web tablet, Cozi Family organizational software, Brandmotion iPod speaker system and Quartet Qnote™ Message Center.

“Just a year after debuting the centralpark™ connection at the 2007 Consumer Electronics Show, we are proud to be back with a diverse grocery list of new, soon-to-market partners,” said Phil Pejovich, VP of Whirlpool® Refrigeration, North America. “Depending on each family’s needs, there is a centralpark™ connection device to help every Whirlpool brand consumer accomplish more with his or her day – from keeping photo displays fresh to organizing family activities.”

Currently, the centralpark™ connection is available at Best Buy and h.h.gregg with an MSRP of \$1,999. This unit syncs up with the compatible CEIVA digital photo frame.

CEIVA Digital Photo Frame

CEIVA, Inc. is the inventor of the digital photo frame and provider of the world’s first and only connected Digital Photo Frames™. Designed for the centralpark™ connection, the frame is wi-fi ready and features an 8” high-resolution LCD screen with a built-in card reader. With on-screen menus, the frame is easy to use and capable of automatically receiving photos sent by camera phone or through an online CEIVA account. The CEIVA digital picture frame is available at Best Buy and h.h.gregg with an MSRP of \$249.

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Joining the CEIVA frame, the following prototype devices will make their debut at CES this year. The retail launch date and MSRP of each will be announced as they become available in 2008.

Brandmotion iPod Speaker System

Brandmotion, a current “Made for iPod” Apple licensee, and authorized iPod accessory manufacturer created a self-charging, high-quality iPod docking system with dual stereo speakers for use with the centralpark™ connection. The docking station is specifically designed for use in the kitchen with four large membrane-type buttons for easy use and cleanup. The docking station is manufactured to securely hold any size iPod and withstand the frequent opening and closing of the freezer door.

Clio® Vu by Data Evolution

Clio® Vu, a convertible tablet computer utilizing the Clio’s familiar, award-winning 180° SwingTop® design, is one of the latest options to help clear refrigerators of sticky notes, traditional notepads and calendars, while keeping grocery lists and schedules organized. The Clio Vu, equipped with Wi-Fi, can be easily removed from the centralpark™ connection digital hub and brought on the next grocery shopping trip. Using the touch screen, keypad or handwriting device, consumers are easily able to update their schedules and keep track of their home happenings, without the clutter. Also, the Clio Vu will give users the freedom to watch movies and look up recipes online while working in their kitchen. The Clio Vu comes pre-loaded with Cozi family organizational software.

Cozi Family Organizational Software

Cozi, a free software and Web service which helps busy families manage their schedules, create shopping and to-do lists, organize household chores and stay in communication, is one of Whirlpool brand’s latest partners. When used with the centralpark™ connection, Cozi is able to provide easy-to-use solutions in the middle of the action, right on the refrigerator. Whirlpool consumers will find the Cozi Shopping list a help for unplanned trips to the store. By keeping a shopping list on the Cozi program, consumers are able to access it away from home by receiving the list as a text message right on their mobile phone. With Cozi, families stay coordinated, schedules are updated, groceries are purchased – all in an effort to simplify and enjoy family life.

Quartet® Qnote™ Message Center by Acco Brands

The Quartet® Qnote™ Message Center enables families to share and communicate important messages from the kitchen. Quartet, maker of visual solutions for over 50 years, designed the Qnote Message Center specifically for the centralpark™ connection. The message center, made of durable tempered glass, offers a superior dry-erase writing surface and ambient surface illumination to bring messages to light. Interchangeable templates offer customizable layouts to meet each family’s individual lifestyles and unique tastes. A digital clock with date and timer, and a sliding storage drawer to keep documents like schedules and menus handy, are all part of Qnote’s organizational features.

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The Consumer Electronics Association named the Whirlpool brand refrigerator with the centralpark™ connection as an Innovations 2008 Design and Engineering Award Honoree in the Home Appliances product category. The compatible consumer electronics devices and refrigerator are sold separately. To learn more visit www.whirlpool.com/centralpark.

Whirlpool brand centralpark™ connection at CES

Whirlpool Brand Innovation Room – Sands Expo – Booth 70437MP
CEIVA Exhibit Space – Las Vegas Convention Center, South Hall 4 - Booth 35318
Innovations Plus - Sands Expo and Convention Center/The Venetian –Booth 70621

About Whirlpool Brand Refrigeration

With annual sales of approximately \$18 billion and more than 73,000 employees, Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances. Whirlpool brand refrigeration strives to help make consumers more efficient and improve their productivity in the kitchen. The brand enables consumers to get more done with refrigeration features such as Fast Fill and Measured Fill technologies, the Fast Fill feature fills any size container twice as fast compared to previous Whirlpool dispensers and Measured Fill dispenses water in measured amounts – cups, ounces, and liters – at the touch of a button. Recognizing that space is at a premium in many homes, Whirlpool brand refrigeration developed the In-Door-Ice® system, an ice maker installed on the inside of the freezer door to maximize storage on freezer shelves, while producing ice just as quickly as traditional ice makers. For additional information regarding Whirlpool brand refrigeration please visit <http://www.whirlpool.com>. Information about the company can be found at <http://www.whirlpoolcorp.com>.

**Forrester Custom Consumer Research on behalf of Whirlpool Corporation.*

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