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**Whirlpool Corporation and Leading Innovators Join Forces at CES 2015**

*Whirlpool Corporation and trusted brand relationships pave the way with industry-first innovations*

*Coming in 2015, Wink latest company to collaborate with Whirlpool Corporation in the smart home space*

**LAS VEGAS, Jan. 8, 2015** – Award-winning, industry-first products resulting from thoughtful collaborations between Whirlpool Corporation and leading brands and companies are on display – some making their debut – at the Consumer Electronics Show, Jan. 6 – 9. The relationships showcased include Nest, P&G, and Habitat for Humanity, all through product firsts demonstrating shared passions for creating consumer-inspired innovations.

“For 100 years Whirlpool has been a trusted brand, keeping families at the heart of every innovation,” said Brett Dibkey, vice president of Integrated Business Units, Whirlpool Corporation. “That’s why we seek out like-minded brands and companies with the same core values as our company. We have a shared desire to start with what the consumer wants, which ultimately leads to better products from these relationships; if a feature doesn’t provide a real consumer benefit, we don’t put it in the product.”

Whirlpool Corporation forges partnerships that its portfolio of brands can elevate; Whirlpool brand showcases how such collaborations can lead to award-winning and breakthrough products:

* **Whirlpool® Smart Top Load Washer and Dryer** – a collaboration with Nest and Habitat for Humanity
	+ This next generation connected top load pair delivers a home experience that is truly thoughtful and uses connected technology to not only better care for clothes, but enable families to help other families, load for load. Learning and adapting to family needs to deliver the best care possible, the laundry pair features: Custom wash cycles; an enhanced diagnostic tool to help resolve common user errors with easy how-to guides; seamless connection with the Nest Learning Thermostat™ to thoughtfully and intuitively enable users to prevent wrinkles in the dryer when they're away and even activate quiet mode when they're home; and the Connect to care™ program, the first U.S. platform to unite smart appliances with philanthropy – enabling families to make caring for others as easy as doing a simple load of laundry with automated giving benefitting Habitat for Humanity, a long-standing Whirlpool Corporate partner. For 15 years, Whirlpool brand has donated a refrigerator and range to every new Habitat for Humanity home built in United States and Canada.
* **The SWASHTM system** –credentialed by Whirlpool and Tide brands
	+ The SWASHTM system creates a new category with express clothing care, giving families a solution in between trips to the dry cleaner. An at-home clothing care system, the SWASHTM system helps reduce wrinkles, refreshes fabric, restores the fit lost after wear and preserves clothing, in just ten minutes with the push of a button. Guests at CES can receive a complimentary jacket refresh from the SWASH™ system in Whirlpool brand’s booth.

Whirlpool Corporation looks forward to bringing consumer-relevant solutions to the forefront of the home appliance industry with strategic collaborations. There is more to come in 2015 including the planned collaboration between Whirlpool and Wink, bringing brands together so consumers can further simplify their smart home experience. Whirlpool and Wink are currently exploring integration opportunities between their user-friendly platforms.

Prior to the show, Whirlpool brand appliances won top honors with six [CES Innovation Awards](http://www.cesweb.org/Events-Programs/Innovation), including the Whirlpool® Smart Top Load Washer and Dryer in the SmartHome category and the SWASHTM system, credentialed by Whirlpool and Tide brands, in the Home Appliance category.

Whirlpool® is located at booth #73937 in the Family Tech Zone at the Sands Expo. To learn more about the brand’s care-centric product innovations and conceptual inspirations come to life, visit [ces.whirlpool.com](http://ces.whirlpool.com/) and follow #EveryDayCare.

**About Whirlpool Corporation**

Whirlpool Corporation is the world’s leading global manufacturer and marketer of major home appliances\*, with annual sales of approximately $19 billion in 2013, 69,000 employees, and 59 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. We earn the trust of consumers in nearly every country by focusing on what matters most. Additional information about the company can be found at<http://www.whirlpoolcorp.com>

**About Whirlpool Brand**

For more than one hundred years, Whirlpool brand has been inspired by how people care for their families. Whirlpool brand is designing home appliances that are focused on improving how families give and get the care they need with the latest technologies and innovations– whether that means most flexible refrigerator storage for all types of family needs, induction technology for efficient cooking and easier cleaning, or laundry pairs that sense and adapt to clothes with the latest in connected technologies. Whirlpool brand is part of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances. Whirlpool Corporation is also one of Habitat for Humanity's largest corporate partners for over 15 dedicated years, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool, please visit [whirlpool.com/everydaycare](http://www.whirlpool.com/everydaycare/) or find us on Facebook at [facebook.com/whirlpoolusa](http://www.facebook.com/whirlpoolusa) or Twitter at [@WhirlpoolUSA](http://www.twitter.com/whirlpoolusa). Additional information about the company can be found at [whirlpoolcorp.com](http://www.whirlpoolcorp.com).

\*Based on combined third party reported retail unit sales among leading global manufacturers in 2012.

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