**Contact:** Whirlpool Media HotlineAlex Neff

media@whirlpool.com Ketchum for Whirlpool

317.997.7102

Alexandra.Neff@ketchum.com

**CES 2015 First-look: Whirlpool Brand Gives Smart Laundry Pair a Heart**

*Brand unveils award-winning connected, donation-enabled washer and dryer*

**LAS VEGAS, Jan. 5, 2015** – Whirlpool brand takes “smart appliances” to a whole new level with a newly designed top load pair – the Whirlpool® Smart Top Load Washer and Dryer that uses connected technology to not only better care for clothes, but enable families to help other families, load for load.

Showcasing award-winning innovation, every new feature of the top-load laundry pair is intentionally built to enhance the consumer’s experience and their ability to better care for clothes and those they love.

From the intuitive touch display that simply asks “what to wash” and “how to wash,” to an enhanced diagnostics tool built to help correct common user errors with easy how-to guides, to ‘Works with Nest’ and quiet mode – the Whirlpool® Smart Top Load Washer and Dryer uses connected technology to reach a new level of custom care. Remote settings provide peace of mind that laundry will get done even while away from home.

* **Caring for Others, Load for Load**
	+ The Whirlpool® Smart Top Load Washer and Dryer is the first-ever laundry pair to incorporate a give-back component in the U.S., enabling families to make caring for others as easy as doing a simple load of laundry.
	+ The new Connect to care™ program on the Whirlpool® Mobile app allows users to convert each load of laundry into a donation to Habitat for Humanity, literally transforming an everyday chore into an act of love. Families can designate their desired amount of giving per load. By doing what most families do daily, Whirlpool brand creates a tech-forward approach to helping other families thrive.
* **Custom Cycles and Remote Features**
	+ Debuting in 2015, consumers will have access to a number of custom downloadable cycles for the family’s most important items with anticipated cycles such as: high performance athletic wear, comforters, baby clothes, hand-wash fabrics and more. New custom wash cycles, direct from Whirlpool engineers, will be rolled out on the Whirlpool® Mobile app throughout the year. In addition, the laundry pair connects seamlessly 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.
* **Optimized Energy Savings**
	+ The new connected system makes saving energy and resources a top priority. If the Nest Thermostat is set to Away during the drying cycle, the EcoBoost™ option is activated. The EcoBoost™ option can take advantage of slightly longer drying times at lower temperatures to help save energy while the family is out.
	+ For people who are enrolled in Nest's Rush Hour Rewards program through a participating energy provider, the washer and dryer can automatically delay the start of a cycle during high-demand energy periods, saving the family money.
	+ Additionally, Automatic Load Size Sensing technology uses water level sensors to detect the load size and automatically adjusts water usage, which helps to save resources.
* **New Diagnostics Tool**
	+ When a service issue occurs, an enhanced diagnostics tool provides easy how-to guides to help resolve common user errors.

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.

CES attendees can get a first-hand look at the Whirlpool® Smart Top Load Washer and Dryer and other CES award-winning innovations at Whirlpool brand’s booth #73937 in the Family Tech Zone at the Sands Expo Center, January 6-9. The product will be available to consumers in Spring 2015.

For more information, to join the conversation and see the company’s care-centric product innovations and conceptual inspirations come to life, visit [ces.whirlpool.com](http://ces.whirlpool.com/) and follow #EveryDayCare.

**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).

###