



Contact: Whirlpool Corporation
Media: 269-923-7405
Media@Whirlpool.com

Rachel Carlisle
Ketchum for Whirlpool
818-216-1525
Rachel.Carlisle@Ketchum.com

Whirlpool® Introduces Fingerprint Resistant Black Stainless Steel Kitchen Suite with Matte Finish

Designed to match and complement any kitchen style

LAS VEGAS, Jan. 7, 2017 – The kitchen brings families together like no other room in the house, so homeowners want a kitchen that looks just as great as it performs. In a recent survey[1], 45 percent of respondents said they spend three to four hours a day in their kitchen for a variety of activities including cooking, socializing and entertaining, so it makes sense that consumers believe design is important in any kitchen. It's not always easy to find a suite of kitchen appliances that is sleek, stylish and complements a homeowners' unique taste, while also meeting the challenges and demands that come with a busy kitchen. That's why Whirlpool® is launching its **Fingerprint Resistant Black Stainless Steel Kitchen Suite**, giving families an option that matches and complements any kitchen design with the added bonus of resisting fingerprints and smudges.

The fingerprint resistant matte black finish is designed to create a space that reflects personal taste, hides fingerprints, smudges, and daily wear and easily wipes clean. According to a survey[2] commissioned by Whirlpool, 81 percent of homeowners who have purchased or plan to purchase an appliance in the near future said having appliances that match home décor is important, while 69 percent said unique colors/finishes are also important. The new suite of appliances from Whirlpool features a refrigerator, range, microwave, and dishwasher that are all expertly crafted in an approachable modern design that matches each appliance's performance.

"Kitchens are one area of the home that allow for self-expression, both through cooking and design," said Ryan Morand, senior brand manager, Whirlpool brand. "The new Fingerprint Resistant Black Stainless Steel Kitchen Suite provides a unique, matte finish to complement nearly any kitchen, while still presenting an appearance that reflects personal style and design."

The finish is a rich metallic black in a soft, brushed, matte finish, allowing for a neutral canvas when homeowners are renovating the family's most important room. Trends show that many renovations feature neutral tones, allowing for easier transitions without having to fully renovate over the years. Breaking the norms of standard stainless steel, the suite allows for more creativity and unique kitchen designs.

Not for Distribution, Information Embargoed Until January 7, 2017 at 12:01AM EST

From January 5-8, CES® attendees can experience this unique kitchen suite and other Whirlpool brand innovations at booth #41730 in the Smart Home section, located at the Sands Expo Center.

For more information on the company's care-centric product innovations and to join the conversation, visit ces.whirlpool.com and follow #EveryDayCare.

[1] 2016 U.S. Houzz Kitchen Trends Study.

[2] Online survey conducted by Survey Sampling on behalf of Whirlpool of 1,000 nationally representative individuals in the United States.

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 or find us on Facebook at facebook.com/whirlpoolusa or Twitter at [@WhirlpoolUSA](https://twitter.com/WhirlpoolUSA). Additional information about the company can be found at whirlpoolcorp.com.

###