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Whirlpool Brand Brings Smart with Heart to CES

Every day, care™ Campaign Inspires Care-Centric Product Innovations and Concepts

LAS VEGAS, Jan. 4, 2016 – At this year’s CES, the Whirlpool® Every day, care™ campaign breaks through a sea of cold technology with innovations and smart appliances inspired by the way families care for each other. The brand continues to champion the importance of small acts of care in shaping the people we love and the world in which we live by showcasing care-inspired future concepts, an award-winning 2016 product portfolio and the revolutionary Every day, care™ Project, using smart home technology to help families in need.

“Out of the 20,000 gadgets introduced at CES, we believe the ones that are the most powerful fill a human need. The best technology should allow us to be more human, helping us care for the people, the community and the world around us,” said Chelsey Lindstrom, brand manager, Whirlpool brand. “To us, care is adapting and anticipating, all behaviors that guide our technology advances.”

Located in the Family & Technology Marketplace at the Sands Expo, the Whirlpool® Every day, care™ interactive experience takes place in booth #74352, where attendees can experience the latest product innovations and future design concepts.

- The Whirlpool® **Interactive Kitchen of the Future** concept **simulates a day in the life of a dad caring for his family** in a smart kitchen ecosystem with **live cooking demonstrations** throughout the show. It highlights the kitchen as a cooking and informational hub, showcasing how Whirlpool smart technology will help a family cook, clean and care in the near future. Using a smart backsplash and countertop, the kitchen anticipates, guides and adapts to unforeseen changes like unexpectedly caring for a sick child – from personalizing a favorite recipe to measuring the nutritional content in a packed lunch to sharing breakfast ideas based on how much time a parent has to get their children out the door in the morning rush.
- Whirlpool brand also created one of the **first immersive virtual reality experiences** in the company’s portfolio, so everyone can step into the Interactive Kitchen of the Future and experience the Whirlpool vision for tomorrow firsthand, **in booth during the show and at whirlpool.com/future.**
- The Whirlpool booth will also feature a **large visual demonstration** of the **Smart Kitchen Suite with the CareSync™ system**, showcasing how **specialty modes** cater to distinct family needs. As the newest innovations to integrate with the Whirlpool® mobile app, Works with Nest and Amazon Dash Replenishment, the three-piece collection – refrigerator, dishwasher and range – offers families control of their appliances remotely, alert notifications and peace of mind.ⁱ
- Through the visionary **Every day, care™ Project**, Whirlpool is using its smart appliances to empower families to help people in need by caring for each other through washing, cooking and cleaning. The first product with this technology is the **Whirlpool® Smart Top Load Washer and Dryer**, the first-ever laundry pair in the U.S. to introduce the use of technology to power philanthropic donations. Whirlpool brand’s proprietary Connect to care™ program allows families to automatically donate to others in need. For every load of laundry washed, a small but

meaningful amount of money can go to Habitat for Humanity, to help create affordable housing in partnership with low-income families.

Whirlpool brand received nine International CES 2016 Innovation Awards for seven new kitchen and laundry products in its booth this year, including the Whirlpool® Smart Top Load Washer and Dryer, Whirlpool® Closet Depth Front Load Washer & HybridCare™ Dryer, Whirlpool® Smart Dishwasher, Whirlpool® Smart French Door Refrigerator, Whirlpool® 6.4 Cu. Ft. Combination Wall Oven, Whirlpool® Smart Front Control Range and the Whirlpool® French Door Refrigerator.

For more information, to join the conversation and see the company's care-centric product innovations and conceptual inspirations come to life, visit Whirlpool brand's booth #74352 in the Family & Technology Marketplace, located at the Sands Expo Center, or 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 that make their experience effortless, intuitive, and easy – 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.

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ⁱ Requires Wifi and account creation. App features and functionality subject to change. Subject to Terms of Service available at: www.whirlpool.com/connect. Data rates may apply.