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Whirlpool® Appliances to be Featured in New Line of High-Quality, Affordable Sustainable Kit Homes

BENTON HARBOR, Mich. (Nov. 19, 2009) – Whirlpool Corporation has jumped on board of an exciting, new initiative for sustainable homebuilding, which aims to make eco-conscious, energy-efficient homes more affordable for the average homebuyer. The American Sustainability Initiative — or AmeriSus, for short — will launch in January with a goal of placing 12,000 affordable sustainable homes throughout 15 states over the next two years. And, each of these homes will feature energy-efficient Whirlpool brand appliances.

“We selected Whirlpool® brand appliances for our sustainable home designs because we know Whirlpool Corporation is very committed to producing high-quality, energy-efficient products.” said Charlie Kamps, managing director of AmeriSus. “They have an excellent reputation and years of global experience — more reasons we are happy to have them as a part of our team in this venture.”

Based in Philadelphia, AmeriSus is a consortium of design and development professionals focused on providing creative designs and materials for energy-efficient homes that are within the price range of the average American homebuyer. The idea is to reduce environmental impact, while offering homeowners more reasonable home prices and the lower utility bills of an energy-efficient home.

“We established AmeriSus two years ago to demonstrate that affordability, efficiency and sustainability are not mutually exclusive,” Kamps said. “For many households, the cost of home ownership has become a financial burden.”

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AmeriSus has expanded on the “kit home” concept, popularized by Sears, Roebuck and Co. in the first half of the 20th Century, allowing such pre-construction activities as design, engineering, procurement and logistics to be optimized for builders. Everything from nuts and bolts to appliances and finishes are included as part of one complete building package available through AmeriSus’ proprietary Ready Build System™. An ever-growing line of architectural layouts is available to builders and homebuyers via the AmeriSus Web site, where selections and upgrades in such areas as appliances, flooring, fixtures and energy systems can be made. AmeriSus selected products, materials and services from more than 30 “Best-In-Class” companies across the globe, such as Whirlpool Corporation, IKEA, and FedEx, which epitomize sustainability in their products and daily operations.

“We are thrilled to partner with AmeriSus in this exciting new sustainable building venture. Whirlpool is a strong proponent of sustainable building, and this is a wonderful opportunity to make sustainably built homes available to a wider variety of people,” said Mitchell Isert, North Atlantic contract division director at Whirlpool Corporation.

When the selection process is complete, AmeriSus ships all of the design plans, building materials and finishes to the home site, saving several steps for builders. For more information on AmeriSus, go to amerisus.com.

About Whirlpool Corporation

Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. The company’s The Inside Advantage™ Program offers Powerful Brands, Innovative Products, Targeted Services and Market Insight to support building professionals.

Whirlpool Corporation is the world’s leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2008, 70,000 employees, and 67 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 to consumers in nearly every country around the world. For more information on Whirlpool Corporation and its offerings for building professionals, please visit insideadvantage.com or call 1-800-253-3977.

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