

FOR IMMEDIATE RELEASE



PRESS CONTACT:
WHITNEY DEAN
MILLER BROOKS
317.873.8100
WHITNEY@MILLERBROOKS.COM

FOR IMMEDIATE RELEASE

Whirlpool Corporation Becomes Appliance Provider for New Associa Program

BENTON HARBOR, Mich. (March 17, 2010) – Whirlpool Corporation recently teamed up with Associa, the leader in community association management, to provide appliances through the new Associa Advantage program.

“We developed the Associa Advantage program to benefit our homeowners and the associations we serve – at a time when they need us most,” said Mike Mallott, executive vice president of national procurement at Associa. “The goal of this program is to provide our homeowners and communities with significant savings on goods and services for their everyday needs.”

The Associa Advantage program is being introduced in three phases, starting with the Atlantic region, which began to rollout this month. Through Associa’s internal Web site, *Jenn-Air*, *Maytag* and *KitchenAid* brand appliances will be available to more than 1.8 million homeowners nationwide in Associa-managed communities by the end of 2010.

“Associa understands the products they offer their homeowners directly reflect their reputation and the lives of the homeowners they serve,” said Mitchell Isert, division director at Whirlpool Corporation. “By selecting Whirlpool Corporation as an appliance provider, they are making a strong commitment to these homeowners.”

Homeowners will be offered access to the program through associaadvantage.com, where their address and zip code will be validated. Then, homeowners will be able to select products and services that are of interest to them. No monetary transaction will take place over the site — instead products and

- more -

insideadvantage.com • 2000 M-63 NORTH • BENTON HARBOR, MI 49022



services will be purchased through a distributor-based network. For more info information about this program, visit associaadvantage.com or call toll free 1-877-585-GOAA.

About Associa

Associa, which manages more than 7,000 communities in 28 states and now internationally in Mexico, contributes to enhancing the value of clients' communities through high standards of service and the diverse talents of its community association professionals. As an established leader in community association management, Associa provides clients with an unparalleled level of service, volume purchasing power, and a breadth of experience that shines through every property and association it manages. With more than 100 offices throughout the country, and a reputation for offering comprehensive guidance to homeowner associations, Associa instills confidence and provides peace of mind every day.

For more information, visit associaonline.com or call 1-800-808-4882.

About Whirlpool Corporation

Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. The Inside Advantage™ is designed to meet the needs of Whirlpool Corporation's building community customers. More than a program, The Inside Advantage™ provides trade customers with the strength of Powerful Brands, Innovative Products, Market Insight and Targeted Services, all from one company.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$17 billion in 2009, 67,000 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 1-800-952-2537.

###

insideadvantage.com • 2000 M-63 NORTH • BENTON HARBOR, MI 49022

