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## Whirlpool Corporation Sales Manager Honored by KB Home for Building and Appliance Leadership

BENTON HARBOR, Mich. (Jan. 28, 2010) – Whirlpool Corporation national sales manager Bob Johnson was recently honored by KB Home, one of America’s premier homebuilders, with its first-ever Michael Ulinski Leadership Award. Presented at the KB Home Strategic Supplier Conference, the award recognizes Johnson’s leadership in the appliance industry, as well as in the building industry.

According to KB Home, the Michael Ulinski Leadership Award is considered to be the uppermost honor for its suppliers. A 25-year veteran at Masco Corporation, Ulinski was a well-respected leader in the building industry. He received the KB Home supplier leadership award October 2008 before passing away in August 2009. KB Home decided to rename its supplier leadership award in his memory, recognizing a strategic supplier who shares the same leadership qualities as Ulinski.

“Michael Ulinski will always be held in high regard in our industry and it’s a great testament to Bob Johnson’s leadership skills for him to receive this award,” said Daniel Bridleman, vice president, national contracts and studio for KB Home. “Whether it’s helping us find innovative ways to solve problems, reduce costs or better meet the needs of our homebuyers, he always puts KB Home first.”

In 2008, Johnson and the KB Home team implemented a program to ensure that every new KB home features only ENERGY STAR® qualified appliances.

“This is a major honor for our team and a well deserved award for Bob’s success in representing Whirlpool Corporation to KB Home,” said Tom Halford, general manager, contract sales and marketing at Whirlpool Corporation.

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The award also further reinforces the strong relationship Whirlpool Corporation has had with KB Home since 1993.

### **About KB Home**

KB Home, one of the nation's premier homebuilders, has delivered hundreds of thousands of quality homes for families since its founding in 1957. The Company is distinguished by its Built to Order™ homebuilding approach that puts a custom home experience within reach of its customers at an affordable price. KB Home's award-winning homes and communities meet the needs of first-time homebuyers with flexible designs that also appeal to move-up buyers and active adults. Los Angeles-based KB Home was named the #1 homebuilder on FORTUNE® magazine's 2009 "World's Most Admired Companies" list. This marks the second year in a row and the third time in the past four years that KB Home has achieved the top ranking. The Company trades under the ticker symbol "KBH" and was the first homebuilder listed on the New York Stock Exchange. For more information about any of KB Home's new home communities, call 888-KB-HOMES or visit [www.kbhome.com](http://www.kbhome.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 [www.insideadvantage.com](http://www.insideadvantage.com) or call 1-800-952-2537.

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