

FOR IMMEDIATE RELEASE



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Whirlpool Corporation Becomes Exclusive Appliance Supplier for All Equity Residential Properties

BENTON HARBOR, Mich. (March 22, 2010) – Whirlpool Corporation has entered an exclusive, multi-year partnership with Equity Residential, the largest publicly traded owner, operator and developer of apartment properties in the United States. Through this partnership, Whirlpool Corporation will now be Equity Residential’s exclusive appliance supplier in new construction and rehab projects, as well as in the replacement of any existing appliances.

“We are honored to be selected as sole appliance supplier for Equity Residential, a company that is a true leader in its industry,” said Tom Halford, general manager, contract sales and marketing at Whirlpool Corporation. “We look forward to working together and providing Equity Residential with the outstanding products and service for which we’re known.”

Equity Residential is an S&P 500 company focused on the acquisition, development and management of high quality apartment properties in top U.S. growth markets. Equity Residential owns or has investments in 495 properties totaling 137,007 apartment units in 23 states and the District of Columbia. Impressed with the many exceptional service features and products Whirlpool Corporation has to offer, Equity Residential will now furnish Whirlpool brand appliances for its residential units.

“Whirlpool Corporation brings many great things to the table as an appliance manufacturer,” said Michael Manelis, senior vice president of property operations at Equity Residential. “They provide excellent customer service and logistics, and their well known brand of quality appliances supports our commitment to creating places people are proud to call home.”

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With Whirlpool Corporation's Quality Express® Delivery Service, customers like Equity Residential can have peace of mind, knowing that their appliance packages will arrive promptly and be properly installed in working order. In addition, through SmartWay Transport®, a collaboration program between the Environmental Protection Agency and the freight industry, and resource-efficient and recyclable packaging, Whirlpool Corporation is able to take a greener approach to delivering products. Requiring the use of cleaner-operating and more fuel-efficient motor vehicles, SmartWay Transport® allows Whirlpool Corporation to increase energy efficiency while reducing greenhouse gas emissions.

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 www.insideadvantage.com or call 1-800-952-2537.

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