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Whirlpool Corporation's Sue Reed Awarded Prestigious Whirlpool Industry & Community Service Award

BENTON HARBOR, Mich. (March 11, 2010) – Sue Reed, senior account manager of Florida Contract Sales at Whirlpool Corporation, was recently recognized at the 2010 International Builders Show® with the “Whirlpool Corporation Trade Relations Industry and Community Service Award.” The award recognizes Reed’s ongoing leadership, building industry contributions and countless hours of community involvement.

Since joining the Whirlpool Corporation team in 1986, Reed has played integral roles in several industry groups. She has served on the board of directors as president, vice president and treasurer for the Tri-County Florida Chapter of the National Association of Women in Construction and is currently a member of the Treasure Coast Builders Association’s Green Building Council. In addition, Reed is an active member of the Homebuilders & Contractors Association of Brevard’s Green Building Council, and assists with networking and educational events as a member of its Sales & Marketing Council.

Adding to her industry credentials, Reed recently earned a Green Certified Professional™ (GCP) designation from the National Association of Home Builders. The GCP designation recognizes builders, remodelers and other industry professionals who incorporate green building principles without driving up the costs of construction. Classwork builds a solid background in green building methods, tools to reach consumers and market-driven, green building solutions for further improvement of the industry.

In addition to Reed’s service through trade associations, she enjoys volunteering her spare time to a variety of personal and spiritual causes near and dear to her heart. Reed has collected more than \$3,300 in

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food and clothing for a men's recovery center and a shelter for women and children. Additionally, Reed helps with fundraising efforts for Walk for the Cure and the National Heart Association.

“Whirlpool Corporation understands the importance of industry leadership and community involvement,” said Pete Smith, contract division director at Whirlpool Corporation. “Sue Reed is a role model, motivating me, as well as her peers, to step up and be involved in important community and industry events. There are team players and players that make the team stronger; Sue makes the team stronger.”

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.

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