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Whirlpool Corporation Offers SEBC Attendees Product Previews, Live Cooking Demonstrations

ORLANDO (Orange County Convention Center, #1555, 1559) (July 22, 2010) – In addition to the latest products from the Whirlpool, KitchenAid and Maytag brands, the Whirlpool Corporation booth at the 2010 SEBC exhibit will include a Jenn-Air® vignette complete with live cooking demonstrations.

Throughout the three-day show, visitors to the Whirlpool Corporation booth will be able to taste culinary creations cooked up by the company's corporate chefs Christopher Covelli and Isabella Vicari. The chefs will satisfy audiences' taste buds, while showcasing cooking techniques on premium Jenn-Air® appliances.

Shemeka Wilson, account manager for South Florida at Whirlpool Corporation and recent culinary-school graduate, will demonstrate the powerful ventilation capabilities of the Jenn-Air® Duct-free Downdraft Cooktop at the show's presentation stage on Friday at 3 p.m. The duct-free downdraft cooktop offers the performance of downdraft ventilation technology to high-rise apartments, condos and households unable to run ductwork or vent smoke to the outside. The exclusive duct-free downdraft kit allows for the high-performance Jenn-Air® downdraft ventilation system to be installed in virtually any home – without a major remodel – to accommodate ducting.

“The extensive list of Whirlpool Corporation products on display at this year's show gives attendees the ability to touch and feel some of our new appliances,” said Tracy Frye, senior contract marketing manager at Whirlpool Corporation. “From cooking demonstrations to the center stage presentation, attendees are provided with a wealth of product and culinary knowledge they can use every day.”

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For attendees looking for some of the newest products, the Whirlpool® Vantage™ Laundry Pair and Jenn-Air® free-standing, 48-inch duel fuel range with LCD screen will be at the new product pavilion throughout the show. The new Whirlpool® Vantage™ laundry pair leads the industry with electronic advancements and innovations to monitor and optimize resource efficiency – resulting in superior fabric care. Plus, the full-color LCD display featured on each of the new Jenn-Air® free-standing ranges allows the user to touch anywhere on the display to find information relative to the dish being prepared.

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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