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Shea Homes Selects Whirlpool Corporation as Appliance Partner

BENTON HARBOR, Mich. (March 29, 2010) – Shea Homes, the nation’s largest privately held homebuilder, has selected Whirlpool Corporation as appliance provider for its homes nationwide.

“We do everything possible to add value to our homes and provide consumers with a better overall product, taking every aspect of the home into consideration,” said Bert Selva, president and CEO of Shea Homes. “Whirlpool Corporation brands are highly regarded by consumers and we are excited to offer these appliances to our buyers.”

Shea Homes and their Trilogy branded active lifestyle communities will offer choices from the Whirlpool, Whirlpool Gold, Maytag, KitchenAid and Jenn-Air brands in homes to meet the needs of a wide variety of homebuyers, including those in the entry level, move-up, baby boomer and active adult demographic groups.

“When the largest privately held builder in the country selects your products because they want the best for their homebuyers, it’s a major honor,” said Tom Halford, general manager, contract sales and marketing at Whirlpool Corporation. “The Shea Homes reputation continues to escalate year after year because they refuse to sacrifice on quality. We’re proud to be included in their midst.”

About Shea Homes

For more than 128 years, members of the Shea family and their companies have accomplished many extraordinary milestones including work on the foundation of the landmark Golden Gate Bridge, San Francisco Bay Area’s Rapid Transit System (BART) and managing the construction of the Hoover Dam. Now the largest privately held builder in the country, Shea Homes is part of the J.F. Shea Co., which has been family-owned and operated since 1881. With a core purpose to enhance people’s lives, Shea Homes

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has become one of the most respected builders in the US. Shea Homes introduced its Trilogy brand to the market in 1999 as the centerpiece of its Active Lifestyle Communities division. Today, Trilogy has become the quickest growth area of Shea Homes' business with nine active lifestyle communities and plans to expand. For more information visit SheaHomes.com or TrilogyLife.com.

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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