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Whirlpool Corporation Becomes Appliance Partner for Nationally Renowned Luxury Homebuilder, Toll Brothers, Inc.

BENTON HARBOR, Mich. (April 12, 2010) – Whirlpool Corporation announces a new partnership with Toll Brothers, Inc., the nation’s leading builder of luxury homes. Under the agreement, Whirlpool Corporation will be the appliance partner for Toll Brothers, Inc. homes.

“We have offered Whirlpool Corporation’s KitchenAid and Maytag brand appliances for some time in select communities, and we’re very excited to now offer their entire family of brands in all Toll Brothers communities,” said Mike Smith, vice president of purchasing at Toll Brothers, Inc. “As the market rebounds, the strength and breadth of our two companies combined will offer tremendous benefits to our homebuyers.”

Toll Brothers’ homebuyers will now have access to Whirlpool Corporation’s extensive portfolio of brands, including the new collection of luxury appliances from Jenn–Air brand, as well as KitchenAid, Maytag, Whirlpool and Amana brands, and Gladiator brand, which offers superior garage organization systems and coordinated appliances designed for the harsh garage environment.

Recently ranked as the #1 home builder in *FORTUNE Magazine’s 2010 World’s Most Admired Companies Survey*, Toll Brothers, Inc., is known for selecting only the highest quality, most desirable products to offer its discerning clients. The builder offers a distinctive array of home designs and communities – including luxury single–family detached and attached home communities; master planned luxury residential, resort–style golf communities; and urban low–, mid–, and high–rise communities, principally on land it develops and improves.

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“Toll Brothers offers unprecedented quality, service and attention to detail to their homebuyers, and we’re proud to uphold these high standards through our own high-level service, support and thoughtful premium appliances,” said Tom Halford, general manager, contract sales and marketing at Whirlpool Corporation. “We’re excited to be part of the Toll Brothers family and are confident that their homebuyers will be, too. Our new Jenn-Air brand collection is a perfect fit for the super-premium Toll Brothers kitchen. And, whether it’s making the kitchen, laundry and garage areas beautiful and functional, or designing the ideal outdoor kitchen, Whirlpool Corporation will have the perfect choices for Toll Brothers homebuyers.”

About Toll Brothers, Inc.

Toll Brothers, Inc. is the nation’s leading builder of luxury homes, and became a public company in 1986. Its common stock is listed on the New York Stock Exchange under the symbol “TOL.” The Company operates its own architectural, engineering, mortgage, title, land development and land sale, golf course development and management, home security, and landscape subsidiaries. The Company also operates its own lumber distribution, and house component assembly and manufacturing operations. Toll Brothers, a Fortune 1000 company, is honored to have won all three of the industry’s highest awards: America’s Best Builder, the National Housing Quality Award, and National Builder of the Year. For more information, visit TollBrothers.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 insideadvantage.com or call 1-800-952-2537.

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