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Whirlpool Corporation Honored with “Vendor of the Year” Award from Bath & Kitchen Buying Group

BENTON HARBOR, Mich. (Dec. 2, 2009) – Whirlpool Corporation was recently recognized with the “Vendor of the Year” award from the Bath & Kitchen Buying Group (BKBG) at its annual Fall Conference in Dallas, Texas.

“This award recognizes Whirlpool Corporation for a job well done,” said Eddie Schukar, vice president of vendor relations. “The company brings a level of quality and professionalism that we are proud to be associated with at BKBG. All brands under the Whirlpool Corporation umbrella are meaningful to our group and are well received by our member showroom designers.”

The annual award is judged on a number of criteria, including quality and value of the product, quality of customer service, quality of representation in the field, overall perception of the relationship between the vendor and the group, as well as the relationship between the vendor and the individual showrooms it supports.

“We gladly accept this award as a tangible sign of our dedication to BKBG and their quality designer showrooms,” said Scott Ramsay, national sales manager, contract indirect sales for Whirlpool Corporation. “We look forward to a continued successful relationship with BKBG.”

About BKBG

Founded in 1995, BKBG, the industry’s only member-owned buying group, has helped more than 500 dealer showrooms profit through group volume purchasing, the production and distribution of quality marketing materials, information sharing through networking at national and regional activities and the delivery of education.

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About Whirlpool Corporation

Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. The company's The Inside Advantage™ Program offers Powerful Brands, Innovative Products, Targeted Services and Market Insight to support building professionals.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2008, 70,000 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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