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Whirlpool® Joins HomeSphere®

Partnership to benefit the residential construction industry

(Lakewood, Colo. – February 14, 2011) Whirlpool and HomeSphere, Inc. announced today they have entered into a joint agreement to offer Whirlpool appliance brands to HomeSphere's network of builders using HomeSphere's technology-driven solutions.

Whirlpool appliances and its brands KitchenAid®, Maytag®, and Gladiator Garageworks will join more than 75 manufacturing brands as part of HomeSphere's BRI® lead generation and marketing program. Manufacturers such as Whirlpool use BRI to generate new builder leads and strengthen existing business, thus growing their market share through increased homebuilder sales.

Whirlpool Brand recognizes that consumers lead busy, active lives and continues to create solutions that help consumers optimize productivity and efficiency in the home. In addition to designing appliance solutions based on consumer insight, Whirlpool Brand is dedicated to creating ENERGY STAR® qualified appliances.

"Whirlpool is focused on product quality and customer care," said Chris Toth, Vice President of Sales for HomeSphere. "With their many brands, HomeSphere's builders will be able to align their appliance offerings to meet the needs of their target consumer group."

BRI is a unique builder rebate management application serving the residential construction industry. Manufacturers use the BRI service to open sales channels with thousands of homebuilders and remodeling contractors, gaining inroads to new accounts and building recognition for their products and services. Builders, on the other hand, gain product knowledge and manage their cash-producing rebates, helping them to improve their bottom line.

"This partnership provides opportunities for our builder members to access new products through a well known national brand and for Whirlpool to expand and strengthen their relationship with the homebuilding industry," stated Chris Toth.

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About HomeSphere

Colorado-based HomeSphere connects the residential construction community to enhance the way they do business through technology-driven solutions. For more than a decade, HomeSphere has delivered innovative solutions to create a truly unique company tailored for the pace and complexity of the homebuilding and remodeling industry. With the loyalty of building product manufacturers, distributors, contractors, builders and homeowners, HomeSphere is the only company of its kind to offer user-friendly, intuitive and streamlined solutions to empower market collaboration. For more information, visit www.homesphere.com or call 1-800-274-2632.

About Whirlpool Brand

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. Whirlpool brand recognizes that consumers lead busy, active lives and continues to create solutions that help consumers optimize productivity and efficiency in the home. In addition to designing appliance solutions based on consumer insight, Whirlpool brand is dedicated to creating ENERGY STAR® qualified appliances like the Resource Saver™ side by side refrigerator which recently was rated #1 in its category by a leading consumer magazine. Whirlpool is one of Habitat for Humanity's largest corporate partners, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool brand, please visit ww.whirlpool.com. Additional information about the company can be found at www.whirlpoolcorp.com.