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## **Whirlpool Corporation Continues Sustainability Commitment at West Coast Green 2008**

*Company Showcases Sustainable Appliances, Building and Design Tools, and Hosts Contest Giveaway  
During Show*

San Jose, Calif. (September 16, 2008) – As a feature sponsor of the show, Whirlpool Corporation is giving away a water- and energy-efficient Whirlpool® Duet Sport® Front-Load Washer and Dryer during West Coast Green 2008. After completing an entry form located at entrances to the show, attendees can submit their completed entries at the Whirlpool Corporation booth, #320. The winning name will be drawn at 3 p.m. Saturday, September 27. Show attendees can visit the Whirlpool Corporation booth for more details.

The contest prize Duet Sport® pair is highly energy-efficient; the washer alone has a modified energy factor (MEF) of 2.24 and a water factor of 4.48, which exceeds all residential green building program criteria including LEED® for Homes. The pair's compact design is flexible enough for installation nearly anywhere – whether stacked, undercounter or on optional pedestals. The dryer's large, reversible door and four-way venting provide additional installation flexibility.

“Each individual energy-efficient product has a unique environmental story,” said Omer “Butch” Gaudette, director of trade relations for Whirlpool Corporation. “Together the products and solutions offered at West Coast Green tell a more complete story of how you can build with beauty and maximum function.”

Whirlpool Corporation is also showcasing a suite of energy-efficient appliances as part of the West Coast Green show house – the SG Blocks™ “Harbinger” – designed by Lawrence Group. The two-story home, made of reused shipping containers, is being erected on the tradeshow floor and is accessible to all attendees. In addition to a Duet Sport® washer and dryer, the home features a Whirlpool Gold brand kitchen appliance suite, including a convection oven, a SpeedCook appliance and an ENERGY STAR® qualified dishwasher and refrigerator. Outside the home, the KitchenAid® 48-inch built-in gas grill will finish the California-living, indoor-outdoor aesthetic set by the home's design.

The Whirlpool Corporation booth features the company's Sustainable Kitchen, in which every component has a sustainable story. Every aspect of the design, from the cabinets to the flooring, lighting, and drawer pulls, feature the latest in environmental technology.

“We are excited to work with Whirlpool Corporation as a partner at this year's West Coast Green,” said Christi Graham, founder and president of West Coast Green. “The company's commitment to sustainability is impressive, and their product lines empower people to make smart lifestyle choices.”

For nearly 40 years, Whirlpool Corporation has been committed to effectively utilizing and preserving natural resources. In 1970, Whirlpool Corporation created a corporate office for environmental control. And, in 2003, the company became the world's first appliance manufacturer to announce a greenhouse gas reduction strategy with a goal of reducing emissions by 3 percent from 1998 levels by 2008, while simultaneously increasing production by 40 percent. In November 2007, the company announced it is

increasing its commitment to environmentally sound business practices by reducing total greenhouse gas emissions 6.6 percent by 2012.

The company received the ENERGY STAR® Sustained Excellence Award from the U.S. Department of Energy and the U.S. Environmental Protection Agency in 2006, 2007 and 2008. This honor represents the company's ninth ENERGY STAR® Award in the 10 years it has been presented – a feat unmatched by any other appliance manufacturer.

**About West Coast Green:**

As the largest conference and expo in the nation dedicated to green innovation, building, design and technology, West Coast Green serves as the central gathering point for innovators, business leaders and building professionals. Nationwide, 14,000 designers, green professionals and homeowners come together to network, share resources, grow strategic alliances and foster new ideas that will change the face of the built environment.

This year's conference will feature over 400 exhibitors showcasing the latest in resource-efficiency among a stunning array of green and healthy building technologies that allow us to work and live more efficiently in our homes and work spaces. Over 200 experts and visionary leaders will be presenting their latest developments, insights, and inspiration at the expanding frontiers of the field.

At the heart of West Coast Green is a commitment to revolutionize the way people build and live in their homes, by realigning ourselves with the natural world. Whether you're determining regional construction standards, expanding your green business, or simply looking to make your house a smarter, healthier home, West Coast Green is the place to get inspired about making positive change.

**About Whirlpool Corporation:**

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion, 73,000 employees, and approximately 70 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Gladiator* 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 and design professionals, please visit [www.insideadvantage.com](http://www.insideadvantage.com) or call 1-800-253-3977.

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