

Maytag Acquisition Whirlpool Plus Maytag Equals Every Home...Everywhere

On March 31, 2006, Whirlpool Corporation completed the acquisition of Maytag Corporation. With the acquisition complete, the combined enterprise emerged a more compelling company positioned to deliver the most innovative portfolio of products and services to consumers, Every Home...Everywhere.

Under the terms of the agreement, Whirlpool paid approximately \$1.9 billion, including approximately \$848 million in cash and approximately 9.7 million shares of Whirlpool common stock. The aggregate transaction value, including approximately \$900 million of Maytag debt, was \$2.8 billion.

Whirlpool took action to rapidly restore the competitiveness of the Maytag brands, driving an integration process that allowed continuing performance improvements while better aligning our brands, products and operations with the markets we serve domestically and globally.

BENEFITS OF ACQUISITION

Whirlpool Brings

Innovation and brand investment to quickly revitalize Maytag brands, improve speed to market, deliver brand differentiation and increase breadth of product offering

Strong trade support skills and training to better serve trade customers

Global manufacturing, procurement, R&D and supply chain organization to drive significant efficiencies



Maytag Brings

Well-known brands that complement Whirlpool Corporation's brand portfolio and strong position in cooking and laundry

Additional long-term trade relationships

Vital manufacturing operations to support new product platforms



Growth and Value Creation

Brand revitalization and growth along with consumer reach expansion

Enhanced business-to-business efficiencies and support levels

Savings throughout the value chain in redundancy elimination, asset utilization and scale productivity

ACQUISITION TIMELINE

Whirlpool announces intent to bid for Maytag
Whirlpool and Maytag agree to \$21/share offer

Maytag shareholders vote to accept Whirlpool offer

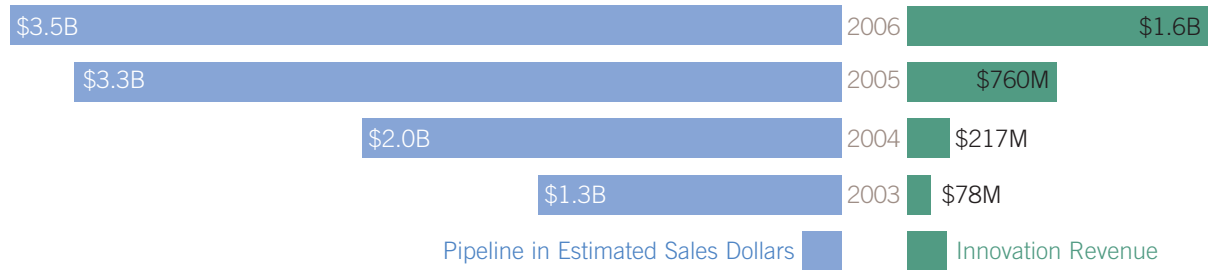
Whirlpool closes transaction
Whirlpool and Maytag integration begins

EFFICIENCIES

- Marketing and Sales: Expand trade reach and sales coverage
- General Administration: Rationalize functional overlaps
- Logistics: Consolidate distribution centers and logistics networks
- Manufacturing: Optimize production footprint and incorporate lean processes
- Development: Apply portfolio strengths in innovation across brands
- Procurement: Consolidate supply base to drive scale efficiencies

INNOVATION INCREASE

Projects in Pipeline: 568 Delivering Significant Value



Acquisition further increases pipeline value by: Expanding and accelerating launches through Maytag brands
 Reprioritizing innovation investments to eliminate redundancy
 Providing greater scale to support future investments

GLOBAL SCALE

- | | |
|------------------------|----------------------------|
| Pre-Acquisition | Post-Acquisition |
| \$14B in Sales | >\$18B in Annualized Sales |
| #1 Global Market Share | #1 Global Market Share |
| #1 Global Brand | #1 Global Brand |

CONSUMER REACH

- | | |
|---------------------|---------------------|
| Pre-Acquisition | Post-Acquisition |
| 2 of Top 100 brands | 6 of Top 100 brands |
| 75% Trade Reach | 95% Trade Reach |

BROADER BRAND PORTFOLIO

					
Outdoor Grills/Cooking Centers	Garage Storage Appliances Workstations Flooring	Bedrooms Clothes revitalization Room air conditioning Dehumidifiers	Kitchen/Dining Refrigeration Dishwasher Cooking Ventilation Portables Cookware	Laundry Room Washer, dryer, sink Clothes revitalization Laundry storage solutions	Basement Storage Water filtration HVAC Freezers
 KitchenAid FOR THE WAY IT'S MADE.®		 	 	 	 
					
					

Major consolidation announcement
 Manufacturing expansion announcement
 Amana Commercial sold
 Dixie-Narco vending systems sold
 Whirlpool reaches agreement to sell Hoover floor-care business