

Whirlpool Innovation Pipeline

In 1999, Whirlpool Corporation launched an innovation initiative to continually drive customer loyalty to our strong brands and grow our business. During 2006, we brought a record number of new products to the marketplace globally, driving additional sales and contributing to profitability:

- Our innovation revenue reached a record \$1.6 billion, twice what it was in 2005
- The expected future value of the ideas in our innovation pipeline reached \$3.5 billion
- In North America alone, more than 60 percent of all products sold were introduced new to the marketplace
- We conducted the largest new product launch in our history with the introduction of a completely new fabric care line in North America
- Innovation projects continue to return higher-than-average margins and drive shareholder value

Our disciplined, structured innovation process, coupled with Whirlpool employees' dedication, led us to be named one of the world's 100 most innovative companies by *Business Week* magazine and to the *Ocean Tomo 300* Patent Index, the first equity index based on the value of corporate intellectual property.

Our people's creativity and passion for innovation allows us to continually enrich the value of our branded products. We plan to continue our forward momentum in 2007 with even more innovative products, as well as use our innovation pipeline to reinvigorate the iconic *Maytag* brand.

Our investment strategy for the innovation pipeline is to continually fuel an increasing rate of compelling product innovation that:

- Delivers new and differentiated solutions for consumers
- Establishes a sustainable competitive advantage
- Creates differentiated shareholder value

NEW PRODUCTS

Completely new product lines created to solve previously unmet consumer needs.



Moonlight Ventilation Hood
Ventilation hood with unique integrated light and design elements. E



All-Gas Double Oven
First all-gas double oven. NA



Single Drawer Dishwasher
Water and energy efficient, small-load capacity drawer dishwasher with improved ergonomic loading. NA



Laundry Work Surface and Tower Organizer
Unique staging platform for sorting, treating and folding clothes on top of the dryer. Towers organize laundry supplies. NA



Twin Genius Speedoven
Compact built-in speedcook appliance provides four cooking methods: oven, convection, speedcook and microwave. E



Gladiator Fold-Away Workstation
Durable and solid work surface for all kinds of garage projects. NA



Flat Screen Hood
Contemporary, high-tech design combines traditional hood performance with light effects. E



42" French Door Built-In Refrigerator
The world's first 42-inch built-in French door bottom-freezer refrigerator provides the widest refrigeration space available. NA



Slide-Out Laundry Worksurface
Space-saving, retractable shelf for treating, folding, and air drying clothes. NA



Evolution Hood
An exceptionally stylish hood ventilation system that integrates with home interior design. E



Step Cooktop
Premium cooktop that adds two induction plates to the efficiency of three high-performance gas burners. E



In Line Gallery Collection
Compact products offer traditional and innovative functions - microwave cooking, fully automatic coffee machine and warming drawer, all with the same aesthetics. E



Pantryware
Designed to coordinate with *KitchenAid* appliances, Pantryware items include a canister set, spice rack, paper towel holder and more. NA



Wide Built-in Dishwasher
90cm (35 inch) wide dishwasher offers improved ergonomics. E



centralpark Connection Refrigerator
Refrigerator with an entertainment hub for consumer electronic devices such as digital picture frames and MP3 players. NA



Refrigerated Double Drawers
Built-in modular refrigerator and wine coolers that reflect the latest trends in horizontal architecture. E

2006

MARKETABLE INNOVATION

Unique, innovation features designed to update existing products and present new product attributes to the marketplace.



Semi-automatic Washer
Entry-level washer with enhanced features and lower pricing. LA



Velas Speedcook Oven
High-speed microwave-hood combo with improved venting, increased capacity and four cooking methods: convection, speedcook, microwave and steam. NA, E



Gentle Drying Accessory
Condenser dryer with space-saving accessory to dry delicate fabrics. E



Freestanding Hispanic Gas Range
Range with bilingual controls and interchangeable full-width grate that accommodates a tortilla griddle, adapted for the U.S. market. NA



Washer Lid Colors
New color accents on washer can match décor of laundry area. A



Glass Cooktop Line
Premium induction and vitreoceramic built-in cooktop line. E



PowerPair Cooking Center
Microwave-hood combo and freestanding range with coordinated aesthetics are paired for maximum performance, cooking capacity and efficiency. NA



6th Sense Dishwasher
Provides variable water pressure and its overnight cycle is amazingly quiet. E



French Door Bottom-Freezer Refrigerator with Ice and Water Dispenser
The first French door bottom-freezer refrigerator with ice and water on the door. NA



Steam Dryer
Steam dryer relaxes wrinkles and removes odors in minutes. NA



Max Microwaves
New Max product line offers new colors to match kitchen décor. E



Touch Range
First full electronic control for a gas range with more functions and precise control. LA



European Launch of KitchenAid
KitchenAid major appliances launch in Europe. E



6th Sense Built-in Oven
Oven "senses" the weight of food and the precise temperature inside the cavity to control the cooking process and adapt cooking time. E



Unique Glass Range
High-end range with a gas on glass cooktop for easier cleanliness. LA



Built-in Multi-Flow Oven
Exclusive multi-flow system ensures even air circulation in the cavity for excellent and consistent cooking results. E



Gourmand Refrigerator
Refrigerator for the amateur gourmet consumer with exclusive stainless-steel design and cheese, desserts, and quick-chill beverage compartments. LA



Pure-Water Dispensing Refrigerator
Refrigerator with exclusive water purification system. Intelligent electronics advise consumers when to replace the filter. LA



Slow Cooker
Electronic temperature sensor allows for quick heating; insulated walls provide more even heat retention. NA



Refresh Refrigerator
Maintains quality of food in fresh and ready bins, while the contour door and monochromatic ice and water dispenser provide high-end style in the kitchen. NA



Party Program
Accessory that provides excellent dishwasher cleaning and maximum care for a full load of glasses. E



SpeedCook Built-in Combination Oven
Achieves uniform cooking results 30 percent faster than traditional oven with convection cooking in lower oven. SpeedCook upper oven grills and bakes. NA



Power Cleaning Dishwasher
Targeted spray jets scour away baked-on foods with low sound levels in dishwashers across brands. NA, E (2007)



Fusion Direct-Cool Refrigerator
Provides more than 17 hours of cooling retention during power outages, compared to other refrigerators that offer only six hours. A



Regional Pre-Programmed Countertop Microwave
Mid-size countertop microwave line offers programming for ready-made meals and addresses region-specific consumer needs. E, A, LA



Stand Mixer with 11 Wire Whip
Super-premium stand mixer features an 11 wire whip and new all stainless-steel hook and beater. NA



Fresh Refrigerator
Promotes fresh food storage with twin cooling towers and antibacterial vegetable crisper. A



Outdoor Collection
Revamped styling and new features, including warming drawers, built-in trash and utility drawers, and electric downdraft grills. NA



Stainless Formed Door Refrigerator
Refrigerator with sculpted formed door, and attractive, easy-to-clean flush-to-the-door ice and water dispenser and LCD controls. NA



Built-In SuperHeated Steam Oven
Built-in oven that combines steam with convection cooking. NA, E



Draw and Erase Refrigerator
Allows consumers to draw and erase on the door's surface without impacting quality or aesthetics. NA, LA



Super-Silent Overnight Dishwasher
Overnight wash program is super silent due to the internal water pressure system regulator. E



Affordable Refrigerator with Ice and Water Dispenser
Refrigerator with ice and water on the door, an aspirational feature for many consumers, yet priced for the entry-level segment. LA



Gladiator Ready-to-Assemble Series
Ready-to-assemble series of cabinets for a do-it-yourself garage storage system. NA



Central Water Filtration System
Never replace filter removes chlorine, sediment, taste and odor from every tap in the home. NA



Refrigerator with Space Saving Drawers
Multiple hygienic drawers offer better space management and optimum food storage. E



European Oven Line
Premium built-in oven line with fingerprint-proof finish and *SmartCook* programming for pre-set recipes and functions. E



Built-in No-Frost Refrigerator
Built-in "no frost" refrigerator with improved cold air circulation and an anti-bacterial device to keep food fresher longer. E



30" inch Speedcook Appliance
30" microwave-hood combo, with true capture ventilation, matches the performance and styling of its counterpart commercial-level cook surface. NA



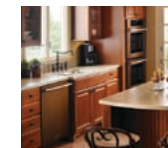
Water Coolers
Water coolers with built-in LCD display and adjustable temperature. NA



Hygiene+ Washer
Unique antibacterial treatment cycle heats laundry to destroy bacteria and remove allergens. E



Iceberg Refrigerator
Contemporary styling with uniform cooling and *Fast Ice* making, complimented by LED illuminated interior and intelligent electronics. A



Oiled Bronze Suite of Products
Exclusive, richly-hued finish applied to a complete suite of products, including cooktops, wall ovens, warming drawers, refrigerators and dishwashers. NA



Never Frost Freezer
Freezer chest that absorbs humidity and prevents frost built up. E



Refrigerator with Built-In Espresso Maker
First side-by-side refrigerator with built-in espresso coffee machine. E



Aesthetic Refrigerator
New aesthetics and features include formed door, and external water dispenser and controls. NA



Bottom-Freezer Refrigerator with Filtered Water
Bottom-freezer refrigerator with filtered water dispenser that does not compromise the space inside the refrigerator. E



Eco-Friendly Washer
Reduces energy use and offers a "Start Delay" function for overnight washing. E

2006

PRODUCT REPLACEMENT

Existing product lines are replaced with updated innovation based on key consumer insights.



Duet Sport Laundry Pair
Smaller version of the Duet laundry pair that handles 12 pairs of jeans in one load. NA



Classic Laundry Pair
Top-loading configuration with new styling and reliable fabric care. NA



Cabrio Laundry Pair
Large capacity laundry pair has a see-through window in the washer and the dryer. NA



Delight Frost-Free Refrigerator
Refrigerator with LED illumination and storage pedestals for non-perishable food, available in multiple finishes and colors. A



Blender
Professional-grade polycarbonate pitcher and patented blade system with Intelli-Speed for fast and consistent blending. NA



Metal Toaster
Multiple color choices accent brushed stainless steel finish; sides of toaster stay cooler. NA



Kitchen Suites
Appliances are designed to be sold in suites for one-time shopping. NA



Bluetouch Washer
Washes large loads with "smart" technology that saves up to 30 percent more water and energy. E



Duet HT Laundry Pair
New, sleek design with larger door, more intuitive controls and outstanding energy efficiency. NA



Architect Series II Suite of Products
Complete top-of-the-line collection with best-in-class performance, including induction cooktops, warming drawers, built-in refrigerators and a first-of-its kind, full-size wall oven. NA

2007