



Every home...Everywhere Every home...Everywhere Every home...Everywhere Every home...Everywhere Every home...Everywhere Every home...Everywhere Every home...Everywhere

Whirlpool Corporation Q2 2007 Financial Review Press Release

July 20, 2007



Whirlpool Corporation Second-Quarter Performance

- Second quarter sales of \$4.9 billion
- Earnings of \$2.00 per share versus \$1.26 last year
- Strong international performance
- Maytag integration, efficiency realization & product launches
- Strong productivity and cost controls
- Lower effective tax rate
- Significantly higher material and oil-related cost
- Improving U.S. industry demand
- Share repurchases of approximately \$100 million



Consolidated Q2 2007 Operating Performance

\$ in Millions, except per share amounts

	Q2 2007	Q2 2006	B/(W) % Change
Net Sales	\$4,854	\$4,734	2.5%
Operating Profit	\$247	\$205	20.3%
Earnings from Continuing Operations	\$161	\$100	60.8%
Diluted EPS from Continuing Operations	\$2.00	\$1.26	58.7%

- **Strong international performance**
- **Results positively impacted by acquisition efficiencies, strong cost controls, cost-based pricing and a lower effective tax rate**
- **U.S. results impacted by demand, higher material prices, brand investment and pension curtailment charge**



Performance Outlook for 2007

- Annual U.S industry demand down 2-3%
- Industry unit shipments in U.S. expected to improve in the second half
- Acquisition efficiencies now expected to exceed \$400 million during 2007
- Material & oil-related costs expected to increase by approximately \$570 million
- Earnings per share from continuing operations of \$8.00 - \$8.50
- Free cash flow of \$600 - \$650 million
- Continuation of share repurchase program



2007 Priorities

- Realize acquisition efficiencies
- Acceleration of new product innovation to market
- Growth of the *Maytag* brand
- Drive cost productivity
- Manage overall mix of business to improve margins



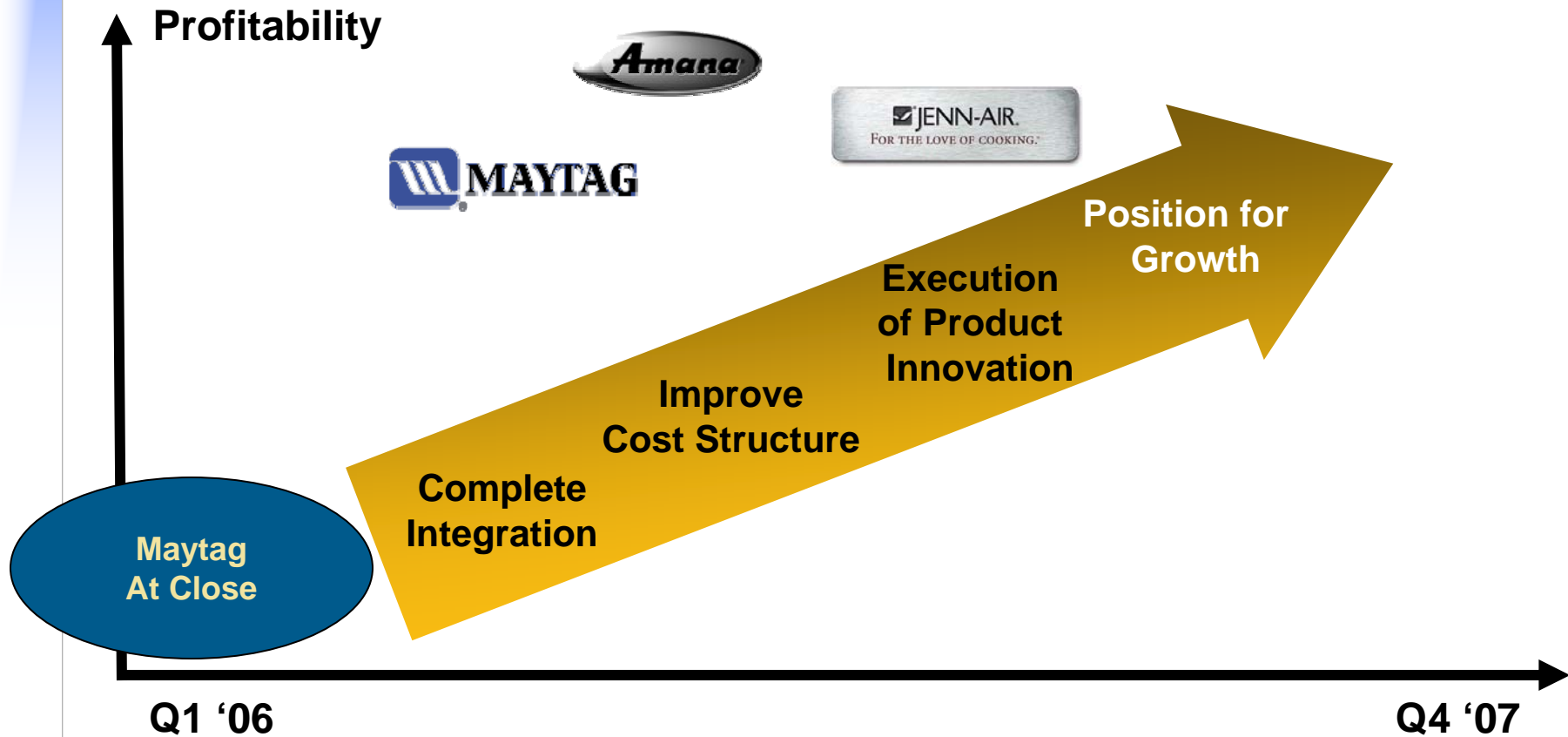
North America Q2 2007 Operating Performance

	Q2 2007	Better/(Worse)	
		2006*	%
\$ in Millions			
Net Sales	\$3,018	(\$186)	(5.8)%
Operating Profit	\$179	\$8	4.6%
% of Sales	5.9%	0.6 pts	-

(*) 2006 reflects business reclassification

- Industry demand down 1% for quarter; 5% for first half
- Significantly higher material prices, increased brand investment and pension curtailment charge
- Acquisition efficiencies, cost-based pricing and lower administrative costs mitigate higher costs
- New Maytag product launches

Laying Groundwork Today for Future Growth





Maytag Centennial *Top-Load Washer and Dryer*

Maytag brand celebrates the 100-year anniversary of its first washing machine with the launch of the *Centennial* series washer and dryer. The *Centennial* system offers retro styling with its center-knob control and metallic accents. The washer features a heavy-gauge steel lid, a *Dependable Clean* wash system and commercial-grade strength.





Maytag Bravos *High-Efficiency Top-Load Washer and Dryer*

Maytag introduces *Bravos*, a high-efficiency, large-capacity top-load washer and dryer system. The *Bravos* system features an impeller wash system with *Sensi-Care* technology, *Gentle Breeze* drying system with *IntelliDry* sensors and a commercial-grade stainless steel wash basket – providing the thorough, dependable clean of a front-load laundry system in a top-load configuration.





New *Maytag Epic* Washer & Dryer

Maytag brand launched the new *Epic* washing machine with a built-in dispenser option to automatically dispense OxiClean® stain-fighting additive into the pre-wash cycle to help remove tough stains. The *Epic* pair is available in a new Arctic Blue color.





***Jenn-Air* Oiled Bronze Collection**

Jenn-Air brand launched a complete collection of appliances in an Oiled Bronze finish. The Oiled Bronze collection is a *Jenn-Air* exclusive and includes gas and electric cook tops, wall ovens, warming drawers, refrigerators and dishwashers.





KitchenAid Architect® Series II

KitchenAid launched the Architect® Series II, the latest generation of top-of-the-line appliances. Additions to the new series include a first-of-its-kind, full size wall oven with dual fan convection and steam-assist technology; induction cook tops; slow cook warming drawers; built-in refrigerators including French Door configurations; and added dishwasher models.





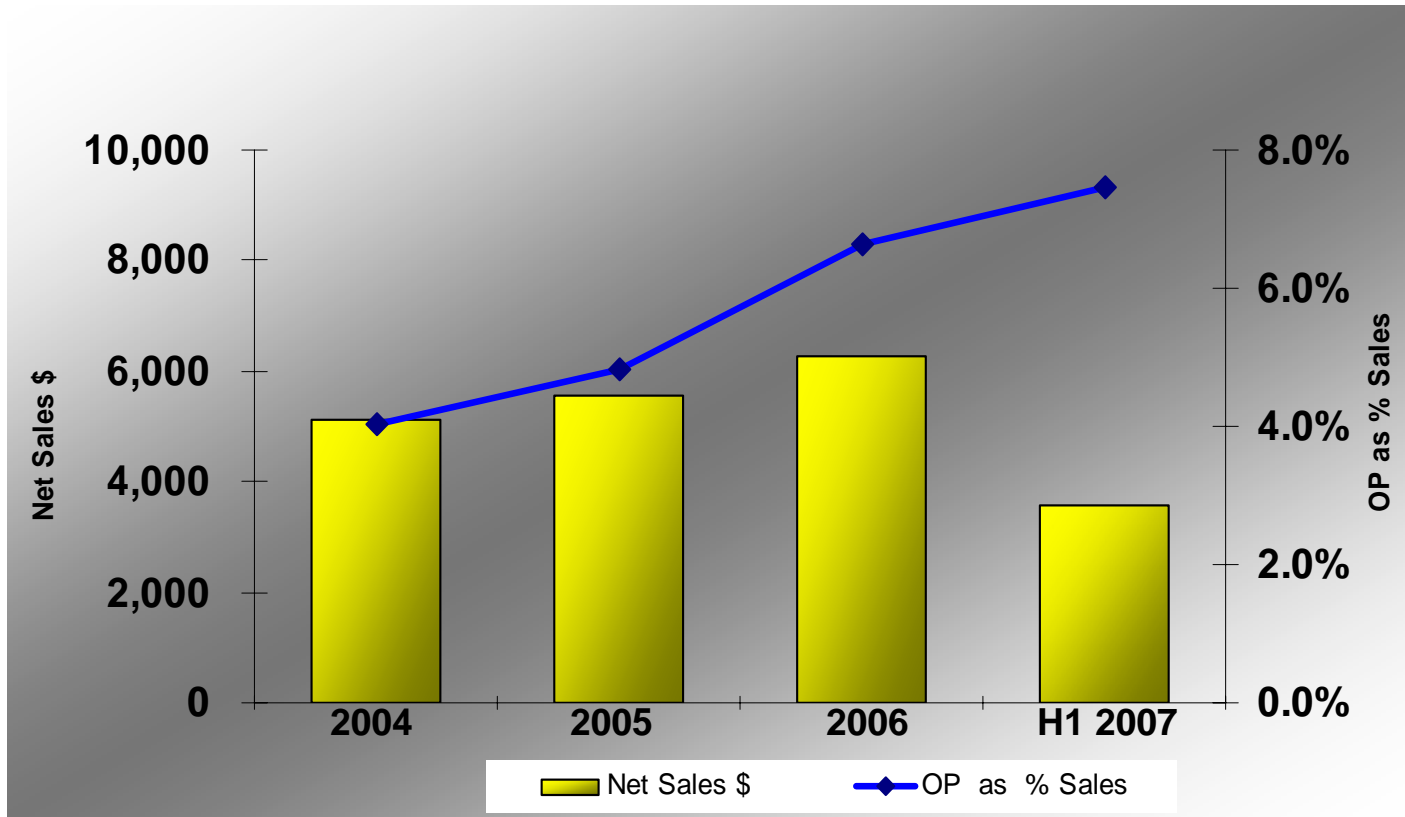
North America Business Focus

- Realization of Maytag efficiencies
- Maytag new product launches and brand investment
- Improve margin realization
- Introduce new product innovation to the market
- Deliver strong levels of productivity



International Performance

(millions of dollars)



\$6B in sales in 2006

More than 170 markets

Strong growth trends

First Half 2007 Operating Profit Margin of 7.5%



Europe Q2 2007 Operating Performance

\$ in Millions

	Q2 2007	Better/(Worse)	
		2006*	%
Net Sales	\$900	\$83	10.1%
Operating Profit	\$51	\$9	20.4%
% of Sales	5.6%	0.5 pts	-

(*) 2006 reflects business reclassification

- **Record revenue and operating profit**
- **Strong Whirlpool brand performance, product innovations**
- **Favorable mix and productivity offset higher material costs**



Whirlpool Evolution Emotion Hood

The *Whirlpool Evolution Emotion Hood* offers dual functionality. In addition to extracting fumes, vapors and odors from the kitchen, the hood provides a primary or additional light source.





***Bauknecht SuperEco* Washing Machine**

The *Bauknecht SuperEco* washing machine consumes approximately 40 percent less energy than traditional washing machines when set at the 60 degree SuperEco cycle.





Whirlpool Never Defrost Freezer

The *Whirlpool Never Defrost* freezer is designed to absorb humidity, minimizing the formation of frost inside the freezer and maintaining optimal performance to enhance food preservation.





Europe Business Focus

- Improve mix of business to expand margins
- Productivity improvements and cost reductions
- Leverage global product innovation



Latin America Q2 2007 Operating Performance

	Q2 2007	Better/(Worse)	
		2006*	%
\$ in Millions			
Net Sales	\$822	\$182	28.5%
Operating Profit	\$95	\$36	61.3%
% of Sales	11.6%	2.4 pts	-

(*) 2006 reflects business reclassification

- Record revenue and operating profit
- Operating profit margins expand to 11.6 percent
- Robust appliance demand, market share gains, strong Brazilian economy and cost-based pricing



Brastemp One Fitness Microwave

The *Brastemp One Fitness* microwave features a new rounded-design concept. The microwave can fit in corners, thereby maximizing space. And, the microwave offers an exclusive Fitness Function that prepares fish and vegetables by steam cooking.





***Brastemp Retro* Mini Refrigerators**

The exterior design of the *Brastemp Retro* miniature refrigerator is the same design used by the brand in the 1950s. Its interior offers state-of-the-art technology in refrigeration, a can rack, bottle divider and multiuse drawer.





***Consul* Brand Washing Machine**

Two new *Consul* brand washing machines were introduced in the Brazilian market. The *Consul Mare* and *Consul Mare Super* machines come with an exclusive Easy Level feature that aids consumers in determining the correct amount of clothes, soap, rinse and water.





Latin America Business Focus

- Strong cost productivity
- Margin realization through mix improvement
- Acceleration of innovation launches



Asia Q2 2007 Operating Performance

\$ in Millions

	Q2 2007	Better/(Worse)	
		2006*	%
Net Sales	\$163	\$30	22.6%
Operating Profit	\$2	\$3	NM
% of Sales	1.0%	2.2 pts	-

(*) 2006 reflects business reclassification

- **Strong growth in India**
- **Improved product mix, successful new product introductions and cost-based price adjustments offset higher material costs**



***Mastermind* Frost Free Refrigerator**

The *Mastermind* frost free refrigerator automatically adjusts its internal temperature based on the exterior environment and the amount of food inside the unit. The *Mastermind* refrigerator features Swarovski crystal-studded handles and exterior storage for commonly used items such as recipe cards, cutlery and bottles.





Asia Business Focus

- Extend product offering and accelerate new product launches
- Expand distribution and leverage global innovation
- Continued expansion of China procurement and technology
- Drive strong manufacturing cost productivity



2006 Segment Reclassification

	2006 AFTER Corp and Business Realignment					2006 BEFORE Corp and Business Realignment				
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
NAR	\$ 196	171	175	124	666	\$ 216	192	195	150	753
<i>% of Sales</i>	9.1%	5.3%	5.4%	4.0%	5.7%	9.8%	5.9%	5.9%	4.7%	6.3%
Europe	\$ 33	42	57	60	192	\$ 35	45	61	61	202
<i>% of Sales</i>	4.6%	5.1%	6.4%	6.0%	5.6%	4.9%	5.6%	6.8%	6.2%	6.0%
LAR	\$ 32	59	56	90	237	\$ 29	54	51	84	218
<i>% of Sales</i>	5.5%	9.2%	8.5%	11.2%	8.8%	5.4%	9.4%	8.6%	11.5%	9.0%
Asia	\$ (4)	(2)	(3)	(2)	(11)	\$ (2)	1	(1)	(1)	(3)
<i>% of Sales</i>	-4.3%	-1.2%	-2.8%	-2.0%	-2.4%	-2.1%	0.4%	-0.8%	-0.3%	-0.6%
Other / Elimination	\$ (56)	(65)	(60)	(80)	(261)	\$ (77)	(87)	(81)	(102)	(347)
Operating Profit	\$ \$201	\$205	\$225	\$192	\$823	\$ \$201	\$205	\$225	\$192	\$823
<i>% of Sales</i>	5.7%	4.3%	4.6%	3.8%	4.5%	5.7%	4.3%	4.6%	3.8%	4.5%



Second-Quarter Operating Performance

\$ in Millions, except per share amounts

	Q2 2007	Q2 2006
Operating Profit	\$247	\$205
Interest and Sundry Income (Expense)	\$2	(\$12)
Interest Expense	(\$49)	(\$56)
Income Taxes	(\$29)	(\$35)
Equity in Affiliates & Minority Interests	(\$10)	(\$2)
Earnings from Continuing Operations	\$161	\$100
Diluted EPS from Continuing Operations	\$2.00	\$1.26



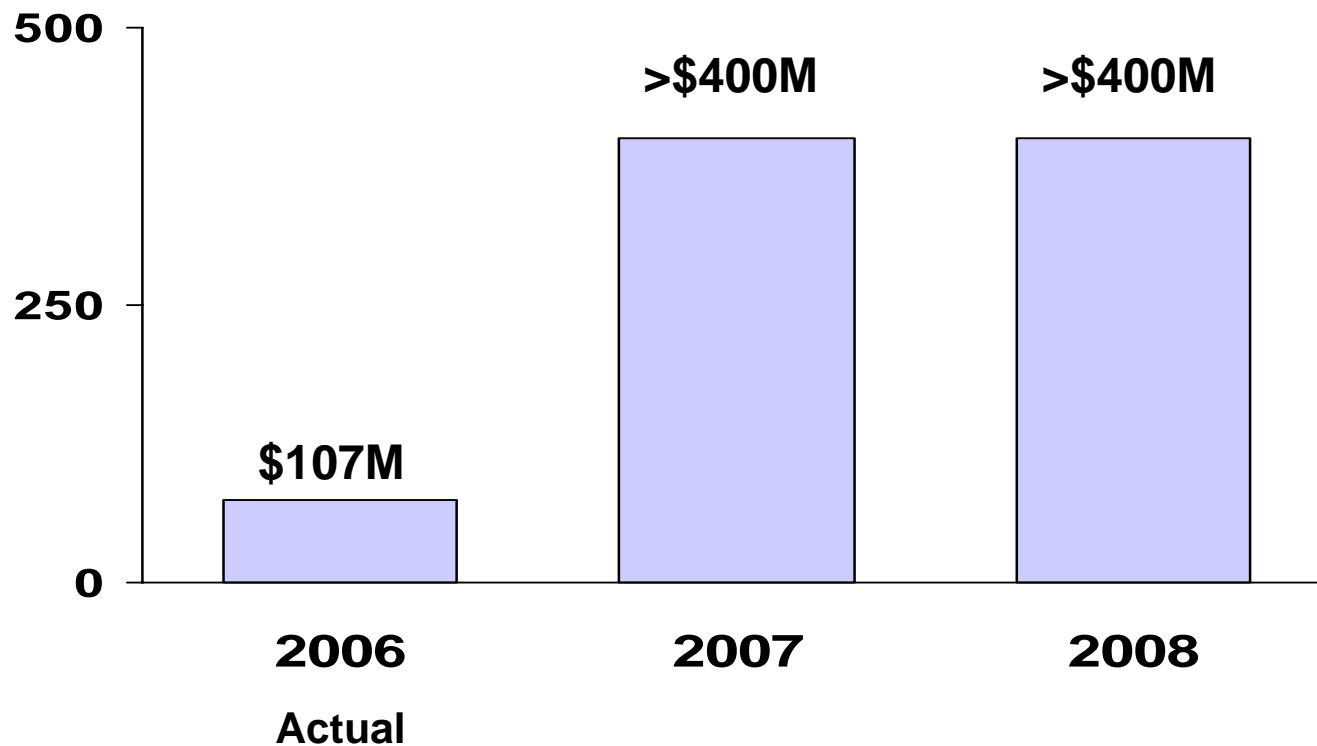
Free Cash Flow – June 30, 2007

	<u>2007</u>	<u>2006</u>
\$ in Millions		
Earnings from Continuing Operations	\$ 285	\$ 218
Depreciation / Amortization	292	237
Working Capital	(276)	(278)
Taxes Deferred & Payable, net	38	(11)
Restructuring, net of cash paid	(61)	(9)
Accrued Pension	(9)	47
Other	(275)	(123)
Cash Used In Continuing Operating Activities	\$ (6)	\$ 81
Capital Expenditures	(202)	(233)
Proceeds from Sale of Assets	20	6
Free Cash Flow	\$ (188)	\$ (146)



Merger to Drive Large Cost Savings

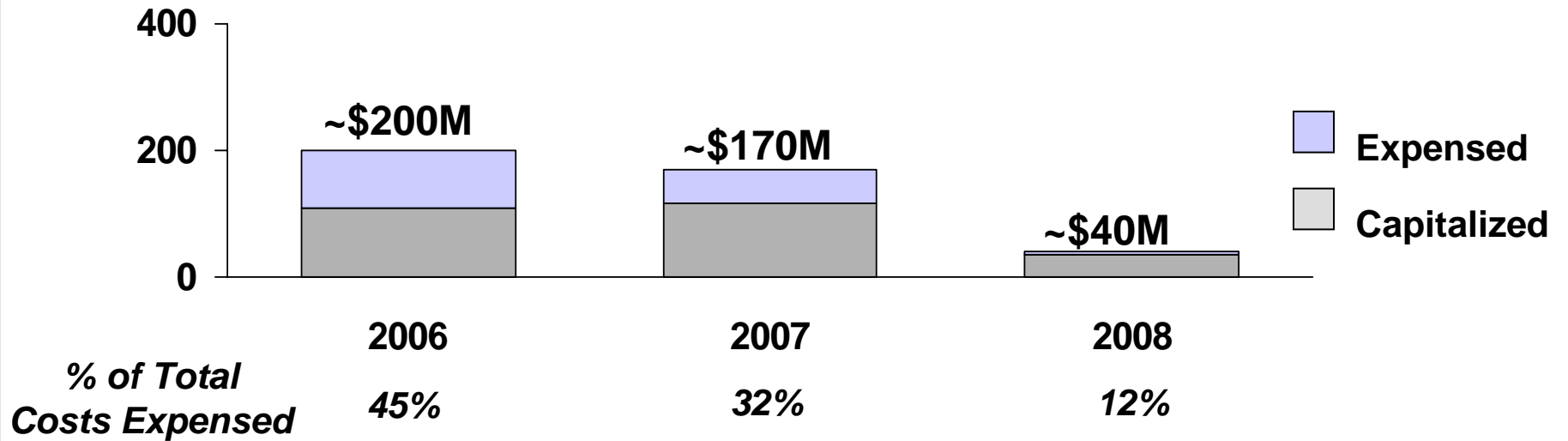
3-Year Efficiencies Summary





Costs to Integrate Focused in '06, '07

Anticipated Integration Costs





Additional operating segment information is available in the "Investors" section of www.whirlpoolcorp.com.

At 10:00 a.m. (ET) Friday, July 20, 2007, the company will host a conference call, which can be heard by visiting www.whirlpoolcorp.com and clicking on the "Investors" button and then the "Conference Call Audio" menu item.



Cash Flow Reconciliation

The table below reconciles projected 2007 cash provided by continuing operations determined in accordance with generally accepted accounting principles (GAAP) in the United States to free cash flow, a non-GAAP measure. Management believes that free cash flow provides shareholders with a relevant measure of liquidity and a useful basis for assessing the company's ability to fund its activities and obligations. There are limitations to using non-GAAP financial measures, including the difficulty associated with comparing companies that use similarly named non-GAAP measures whose calculations may differ from the company's calculations. As defined by the company, free cash flow is cash provided by continuing operations after capital expenditures and proceeds from the sale of assets/businesses. Free cash flow does not include proceeds from the sale of Maytag businesses. The projections shown here are based upon many estimates and are inherently subject to change based on future decisions made by management and the board of directors of the company and significant economic, competitive and other uncertainties and contingencies.

(millions of dollars)

Cash provided by continuing operations	\$1,175-\$1,225
Capital expenditures	(\$625)
Proceeds from sale of assets/non-Maytag businesses	<u>\$50</u>
Free Cash Flow	\$600-\$650

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion, 73,000 employees, and 70 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Bauknecht* and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.

*T7 refers to the following household appliance categories: washers, dryers, refrigerators, freezers, dishwashers, ranges and compactors



Whirlpool Additional Information:

This document contains forward-looking statements that speak only as of this date. Whirlpool disclaims any obligation to update these statements. Forward-looking statements in this document include, but are not limited to, statements regarding expected earnings per share, cash flow, productivity and material and oil-related prices, as well as expectations as to the integration with Maytag Corporation. Many risks, contingencies and uncertainties could cause actual results to differ materially from Whirlpool Corporation's forward-looking statements. Among these factors are: (1) intense competition in the home appliance industry reflecting the impact of both new and established global competitors, including Asian and European, manufacturers and the strength of trade customers; (2) Whirlpool's ability to continue its strong relationship with Sears Holding Corporation in North America (accounting for approximately 14% of Whirlpool's 2006 consolidated net sales of \$18.1 billion) and other significant trade customers, and the ability of these trade customers to maintain or increase market share; (3) Whirlpool's ability to complete the integration of Maytag Corporation on a timely basis and fully realize the anticipated benefits of the merger while remaining within the current cost estimates; (4) demand for Whirlpool's products, including the strength of the U.S. building industry and the level of interest rates; (5) the ability of Whirlpool to achieve its business plans, including productivity improvements, cost control, leveraging of its global operating platform, acceleration of the rate of innovation and realization of cost-based price increases; (6) fluctuations in the cost of key materials (including steel, oil, plastic, resins, copper and zinc) and components and the ability of Whirlpool to offset cost increases; (7) the ability of suppliers of critical parts, components and manufacturing equipment to deliver sufficient quantities to Whirlpool in a timely and cost-effective manner; (8) our ability to attract, develop and retain executives and other qualified employees; (9) changes in market conditions, health care cost trends and regulatory changes that could increase future funding obligations for pension and post-retirement benefit plans; (10) the cost of compliance with environmental and health and safety regulations, including regulations in Europe regarding appliance disposal; (11) potential exposure to product liability claims, including claims that may arise through Whirlpool's regular investigations of potential quality issues as part of its ongoing effort to provide quality products to consumers; (12) the impact of labor relations; (13) Whirlpool's ability to obtain and protect intellectual property rights; (14) volatility in Whirlpool's effective tax rate; (15) the ability of Whirlpool to manage foreign currency fluctuations; (16) global, political and/or economic uncertainty and disruptions, especially in Whirlpool's significant geographic regions, including uncertainty and disruptions arising from natural disasters, or terrorist attacks; and (17) risks associated with operations outside the United States. Additional information concerning these and other factors can be found in Whirlpool Corporation's filings with the Securities and Exchange Commission, including the most recent annual report on Form 10-K, quarterly reports on Form 10-Q, and current reports on Form 8-K.