

Whirlpool Corporation Innovation Pipeline

Whirlpool launched its innovation initiative in 1999 to create value for our customers and shareholders and drive loyalty to our brands. During 2005, a record number of new products were introduced into the marketplace globally, driving additional sales and contributing value well beyond our goals:

- Our 2005 innovation revenue was almost \$800 million, helping Whirlpool to consistently grow faster than historical rates.
- The value of our pipeline today is estimated at over \$3.3 billion, an increase of more than 66% from 2004.
- Innovation projects are returning higher than average margins and driving shareholder value.

The pace of innovation continues to accelerate. By the end of 2006, more than 60% of the products in the North American marketplace will be new innovations that did not exist in 2005. Additionally, Whirlpool will undertake the largest new product launch in its history, with the introduction of a completely new laundry line in North America.

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

- Delivers new and differentiated solutions to our customers
- Establishes sustainable competitive advantage
- Creates differentiated shareholder value

NA North America
LA Latin America
E Europe
A Asia

New Products:
Completely new product lines are created to solve previously unmet consumer needs.



Fabric Freshener and Pret-à-Porter
Portable clothing freshener that conveniently removes odors and relaxes wrinkles. NA, E



Origami Accessories
Multi-functional cooktop accessories. E



Single Drawer Dishwasher
Water and energy efficient small-load capacity drawer dishwasher enables more frequent washes with improved ergonomic loading. NA



42" French Door Built-In Refrigerator
The world's first French Door built-in refrigerator, providing the widest refrigeration space available. NA



Single Refrigerated Drawers
Built-in modular refrigeration and wine drawers. E



Undercounter Beverage Center
Wine cellar/refrigerator with three different temperature zones. NA



Pro Line Laundry Pair
Premium laundry pair with commercial styling, fit, feel and finish. NA



Laundry Work Space Platform
Unique staging area for sorting, treating and folding clothes on top of the washer and dryer. NA



Mini Built-In Espresso-maker
Affordable, space-saving built-in espresso coffee machine by "for IKEA by Whirlpool". E



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



Built-In Espresso Machine
Fully automatic built-in espresso and cappuccino machine. E



Laundry Organizers
Organizer integrates with washer and dryer to eliminate clutter. NA

2005
2006

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



Fast-Fill Dispenser Refrigerator
Refrigerator that provides consumers with programmed high-speed and measured-fill dispensing of water and ice. NA



Personal Lifestyle Appliance (PLA)
Limited-issue mini refrigerators featuring detachable artistic panels. LA



Dual Fuel Range with Steam Assist
World's first freestanding, full-size oven combines steam with convection cooking for professional results. NA



Refrigerator Colors
Refrigerators with emotionally appealing colors. LA



Titanium Appliance Line
High-tech design with fingerprint-resistant titanium finish. E



Pure Water Dispensing Refrigerator
Features an improved water dispenser that provides pure water. LA



ProScrub Dishwasher
32 targeted spray jets scour away food with no scrubbing or soaking. NA



European Oven Line
Premium oven line with fingerprint-proof finish and integrated Origami cooking accessories. E



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



VelosSpeedcook
High-speed microwave-hood combo with improved venting, increased capacity and four ways to cook in one appliance: convection, speedcook, microwave, and steam. NA, E



Soft Dry Hanger
Condenser dryer equipped with space-saving accessory to dry delicates. E



AutoClean Dishwasher
Self-cleaning dishwasher filter for superior cleaning performance. E



Hygienic Refrigerator
Filters refrigerator air to remove bacteria. E



Clear Coat
Protective cooktop coating that improves durability and is easy to clean. NA



Inverse Refrigerator
Bottom-mount freezer provides ample freezer space. LA



Countertop Oven
Full-size oven performance in a countertop oven. NA



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



6th Sense TurboClean Dishwasher
Provides variable water pressure, and overnight cycle is the quietest on the market. E



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



6th Sense Climate Control Refrigerator
Climate control fridge-freezer "senses" the optimum temperature and humidity for food preservation. E



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



Slow Cooker
Electronic temperature sensor allows quick heating, with insulated walls for better, more even heat retention. NA

2005
2006

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



Built-In Cooking
Built-in ovens and cooktops, redesigned for style, power and performance. NA



HE4t Colors
Unique design and color additions to the HE4t laundry pair. NA



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



Duet Sport Laundry Pair
Smaller version of the Duet laundry pair with a 6-point suspension system. NA



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



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



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



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

Whirlpool Corporation's Major Brands:

KitchenAid

BRASTEMP

Whirlpool
HOME APPLIANCES

Consul

Bauknecht

Beyond Product Innovation:
Unique efforts undertaken to promote or strengthen other business areas and the brands.

"Cook's Kitchen" Software
An on-line tool that enables consumers to custom design their kitchen based on their lifestyles and expert chefs' knowledge. NA

"American Family" Podcasts
Keeping a finger on the pulse of the American family, Whirlpool launched a popular weekly podcast series available at: www.whirlpool.com/family NA

"Spirit of Cooking" Contest
An African-American church community outreach program based on a recipe contest. NA

"Expo tu Casa"
Whirlpool was the only appliance manufacturer to participate in this first-of-its-kind home show for the Latino market in the United States. NA

Robb & Stucky Partnership
Premium kitchens are displayed in Robb & Stucky high-end furniture stores to provide customers with hands-on interaction. NA

"Mother of Invention" Competition
A nationwide U.S. competition to help innovative moms win seed money for their business venture attracted 1,700 applicants. NA

Partners Program
A Web-based program, which expands sales through suppliers and technical partners. NA

eBay® for End-of-Life Product
An outlet for discount and obsolete product sales. NA

Braille Overlay
A braille control panel overlay, available upon request. NA

We Surf, We Care, We Link
A suite of tools for managing customer relationships. E