



Whirlpool and Habitat for Humanity serve up third tennis star Radwanska in match against poverty housing

Paris, Monday 9th February: Whirlpool and the Sony Ericsson WTA Tour have unveiled Poland's top tennis star, Agnieszka Radwanska as the latest Habitat for Humanity ambassador to join their 2009 campaign to tackle poverty housing. At 19, Radwanska has already won four career singles titles and reached the 'Top 10' elite in women's tennis and is tipped to build on her stunning breakthrough over the next 12 months. Radwanska joins up with existing ambassadors and fellow superstars Nadia Petrova and Agnes Szavay; both keen supporters and volunteers for Habitat for Humanity.

Whirlpool and the Sony Ericsson WTA Tour's collaborative support for Habitat for Humanity is now entering its sixth year; a year that will hopefully celebrate a landmark 100th female-headed home to benefit from the joint venture. 2009 will also continue to see a number of fund and awareness raising activities and with the help from the three superstar ambassadors, all parties hope to build on the continued success and hard work from previous campaigns.

"I am really excited and feel honoured to be part of such a worthy cause. The Habitat for Humanity initiative has been running for a number of years and has always been of great interest to the players and we are always very happy to contribute. We really appreciate and respect the hard work that the charity volunteers put in and I hope that I can add to the continued success of Habitat for Humanity across Europe," says Agnieszka Radwanska, the two-handed backhand specialist.

Whirlpool and the Sony Ericsson WTA Tour have together supported the housing charity in Europe, donating over €400,000. Funds raised have been distributed across Habitat for Humanity's European network to help in 94 builds, providing new and much needed homes for impoverished families. Owing to the phenomenal success of the 2008 campaign, three additional families in Hungary are set to benefit and have already been included into the already busy 2009 building plans. In addition, Whirlpool, the Tour and WTA stars have also provided welcomed hands-on support at build sites across Europe and will continue to do so over the coming year.

Tanneke Reinders, Brand Director Whirlpool Europe comments: *“Whirlpool is very proud to once again be working alongside the Sony Ericsson WTA Tour to aid Habitat for Humanity’s noble cause. We are very glad that Agnieszka Radwanska has taken time out of her hectic schedule to team up with Nadia (Petrova) and Agnes (Szavay) as ambassadors to our joint initiatives. I’m sure she will prove to be another great role model and inspire women and girls worldwide.”*

Lucija Popovska, Program Director for Habitat for Humanity, said, *“Families throughout Europe are increasingly being denied access to a most basic human right that greatly impacts their development - a home. We are delighted to welcome Agnieszka to the fold alongside Nadia and Agnes. Thanks to their involvement, many families in Europe will benefit from some hard hitting action. We thank the players, Whirlpool and the Sony Ericsson WTA Tour for giving them the opportunity to call themselves homeowners.”*

Whirlpool is one of the largest global partners of Habitat for Humanity, an international housing charity. It has supported the charity for ten years and introduced its partnership to the Sony Ericsson WTA Tour, which has been met with great enthusiasm from the players.

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Editors Notes:

About Whirlpool

With 14,000 employees, a sales presence in over 30 European countries and manufacturing sites in seven countries, Whirlpool Europe is a wholly owned subsidiary of Whirlpool Corporation. The world’s leading manufacturer and marketer of major home appliances Whirlpool Corporation has annual sales of approximately \$19 billion, more than 73,000 employees, and 72 manufacturing and technology research centres 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.

Whirlpool’s European Operations’ Centre is located in Comerio (VA), Italy. For further information on the company, please visit the Web Site www.whirlpool.eu

About the Sony Ericsson WTA Tour

The Sony Ericsson WTA Tour is the world’s leading professional sport for women with more than 2,200 players representing 96 nations competing for more than \$86 million in prize money at the Tour’s 51 events and four Grand Slams in 31 countries. More than 4.8 million people attended women’s tennis events in 2008 with millions more watching events on television networks around the world. The Sony Ericsson WTA Tour season concludes with the Sony Ericsson Championships – Doha 2009 in Doha, Qatar, from October 27-November 1, and the inaugural Commonwealth Bank Tournament of Champions in Bali, Indonesia from November 4-8. Further information on the Tour can be found on the Internet at www.sonyericssonwtatour.com

About Habitat for Humanity

Habitat for Humanity International is an international charity dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat works with people of all races, faiths and backgrounds and has built and renovated over 300,000 houses worldwide, providing simple, decent and affordable shelter for 1.5 million people. In Europe and Central Asia Habitat for Humanity International works in 19 countries, building and repairing houses, offering housing microfinance services, improving water and sanitation, working on disaster response and advocating for affordable housing, all with families in need. In this region, Habitat has served more than 4,600 families together with volunteers and homeowners. Find out more at www.habitateurope.org

About Whirlpool/Habitat for Humanity Relationship

Whirlpool is one of the largest global partners of Habitat for Humanity International, an international housing charity. It has supported the charity since 1999 and introduced this partnership to the Sony Ericsson WTA Tour in 2004. Habitat for Humanity International seeks to eliminate poverty housing from the world by inviting people of all backgrounds, races and religions to build houses together in partnership with families in need.

Whirlpool has supported the charity in many different ways over a number of years, both through conventional and unconventional means. Support has ranged from product donations through to Whirlpool employees actively helping in building projects.

Whirlpool Europe donates 3 products to every Habitat Home built in Europe and Central Asia. Worldwide, Whirlpool Corporation has made more than 85,000 appliances available to Habitat for Humanity affiliates and families.

Almost 5,500 Whirlpool employees have helped to build Habitat homes in Whirlpool locations and further Habitat houses in North America, Europe and South Africa. The partnership is now active in 19 countries worldwide and Whirlpool has more recently been involved in rebuilding communities throughout Southeast Asia who have been effected by the tsunami. The charity is close to the hearts of all Whirlpool employees and goes far beyond financial donations.

Find out more at www.habitateurope.org.

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