



Whirlpool Corporation to Participate in Investor Conference

BENTON HARBOR, Mich., March 4, 2005 /PRNewswire-FirstCall via COMTEX/ -- Whirlpool Corporation (NYSE: WHR) will be participating Monday, March 7, in an investor conference in Orlando, Florida, sponsored by Raymond James & Associates.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20040202/DETU004LOGO>)

This conference will include a presentation by Jeff Fettig, Whirlpool's chairman, chief executive officer and president, who will discuss the company's outlook and customer loyalty strategy. Whirlpool's presentation will begin at 11:35 a.m. EST.

Whirlpool's presentation will be broadcast live over the Internet and interested parties may listen to it by accessing the link listed below:

Raymond James Institutional Investors Conference:

<http://www.wsw.com/webcast/rjii05/whr/>

Listeners are encouraged to log on to the Web site approximately five minutes prior to the conference start time to register and download any software.

Interested parties may also listen to the Whirlpool presentation through Whirlpool's Web site at <http://www.whirlpoolcorp.com> by clicking on the investors tab. The presentation will be archived through the end of March.

Whirlpool's slide presentation will be available for viewing through the aforementioned link for the Raymond James investor conference. It may also be accessed through the Whirlpool Web site, <http://www.whirlpoolcorp.com>, by clicking on investors tab and then clicking "Presentations."

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of over \$13 billion, 68,000 employees, and nearly 50 manufacturing and technology research centers around the globe. The company markets *Whirlpool*, *KitchenAid*, *Brastemp*, *Bauknecht*, *Consul* and other major brand names to consumers in more than 170 countries. Additional information about the company can be found on the Internet at <http://www.whirlpoolcorp.com>.

Media:

Tom Kline

+1-269-923-3738

thomas_e_kline@whirlpool.com

or

Financial:

Larr Venturelli

+1-269-923-4678

larry_m_venturelli@whirlpool.com

both of Whirlpool Corporation