

Whirlpool Corporation
Q1 2007 Financial Review
Press Release
April 24, 2007

Whirlpool Corporation First Quarter Performance

- Record first quarter sales of \$4.4 billion
- U.S. industry demand decline of 9.5%
- Earnings from continuing operations of \$1.55 per share versus \$1.70 last year
- Strong international performance continues
- Higher material prices
- Maytag integration and efficiency realization on-plan
- All Maytag business divestitures now completed
- Strong start to Maytag product revitalization

Consolidated Q1 2007 Operating Performance

\$ in Millions, except per share amounts

	Q1 2007	Q1 2006	B/(W) % Change
Net Sales	\$4,389	\$3,536	24.1%
Operating Profit	\$226	\$201	12.3%
Earnings from Continuing Operations	\$124	\$118	4.8%
Diluted EPS from Continuing Operations	\$1.55	\$1.70	(8.8)%

- **Strong international performance**
- **Earnings impacted by U.S demand and higher material prices**
- **Results positively impacted by acquisition efficiencies**
- **Earnings reflect strong cost controls, tax benefits and cost-based price adjustments**

Performance Outlook for 2007 Remains

- **Earnings per share of \$8.00 - \$8.50**
- **Free cash flow of \$600 - \$650 million**
- **Company will resume share repurchase program in second quarter**

Performance Outlook 2007

- **U.S industry demand down 2-3%**
- **Industry unit shipments of appliances in the United States expected to improve in second half**
- **Global unit demand growth of approximately 2%**
- **Material costs expected to increase by more than \$400 million**
- **Stable global currencies**

2007 Priorities

- **Realize acquisition efficiencies of \$350-to-\$400 million in 2007**
- **Revitalization and growth of Maytag brand**
- **Acceleration of new product innovation to market**
- **Drive cost productivity**
- **Manage overall mix of business to improve margins**

North America Q1 2007 Operating Performance

\$ in Millions

	Q1 2007	Better/(Worse)	
		2006*	%
Net Sales	\$2,725	\$579	27.0%
Operating Profit	\$159	(\$36)	(18.6)%
% of Sales	5.9%	(3.2) pts	-

(* 2006 reflects business reclassification)

- Results impacted by industry demand and higher material prices
- Acquisition efficiencies on track
- New innovative products, productivity, cost reduction actions and benefits from improved price/mix
- Margins improve 1.8 pts from fourth quarter

2007 U.S. Industry Assumptions

- **GDP growth of about 2.5 percent**
- **Stable mortgage rates**
- **Housing starts down 15 percent**
- **Existing home sales down in low single digits**
- **Unemployment rates down just under 5 percent**

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.



Whirlpool Duet Steam Dryer

Whirlpool brand unveiled the Duet steam dryer, a first-of-its-kind laundry innovation that removes odors and reduces wrinkles from clothing. The Duet steam dryer is set to launch in fall 2007.



Whirlpool Laundry Work Surface and Tower Organizer

Whirlpool brand *Laundry 123* products provide consumers with custom options to organize laundry rooms. The work surface provides a place to sort, treat and fold and laundry towers provide drawers to store laundry supplies within easy reach with some models including a retractable rod to hang items right out of the dryer.

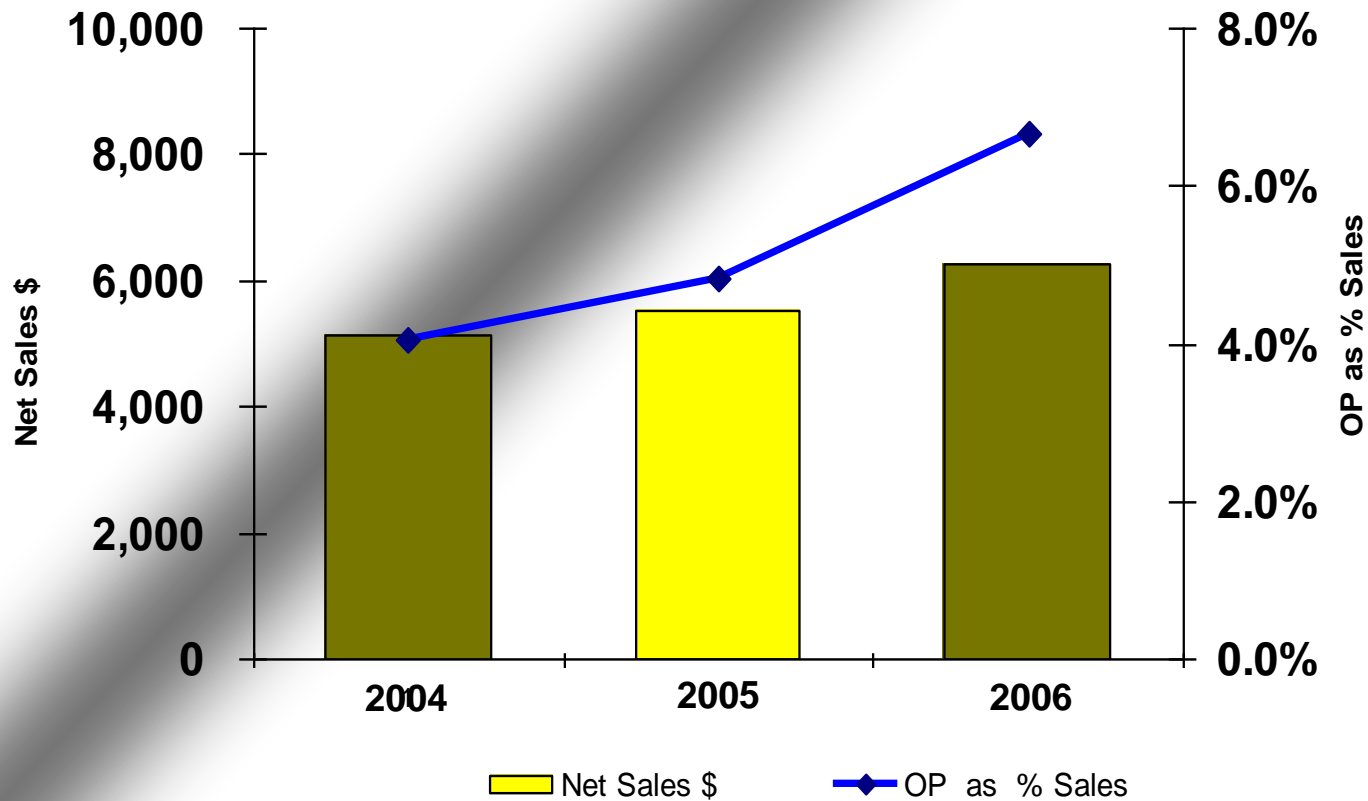


North America Business Focus

- **Realization of Maytag efficiencies**
- **Revitalization of the Maytag Brand**
- **Improve margin realization through mix and enacted cost-based price adjustments**
- **Introduce new product innovation to the market**
- **Deliver strong levels of productivity**
- **Increase cash generation**

International Performance

(millions of dollars)



**\$6B in sales
in 2006**

**More than
170 markets**

**Strong growth
trends**

Europe Q1 2007 Operating Performance

	Q1 2007	Better/(Worse)	
		2006*	%
\$ in Millions			
Net Sales	\$830	\$108	15.0%
Operating Profit	\$38	\$5	15.8%
% of Sales	4.6%	0 pts	-

(*) 2006 reflects business reclassification

- Record revenue led by Whirlpool brand strength, product innovations
- Higher volume, favorable mix, strong cost controls
- Increased material costs

Whirlpool Europe Continues Introduction of *KitchenAid* Major Appliances

KitchenAid major appliances continued to be introduced in Europe. The appliances feature European styling coupled with leading-edge technology. *KitchenAid* brand major appliances are now available in France and Italy. They will be introduced to the United Kingdom later this year.



The *Whirlpool* Gallery Collection

The *Whirlpool* Gallery Collection offers intelligent and easy to use appliances that fit together in a seamless design. The Gallery Collection includes a speed oven, coffee maker, compact oven, traditional oven, twin and combination microwave ovens, warming drawers and an accessory drawer.



Whirlpool Max Microwaves

The fashion-conscious *Whirlpool* Max microwaves are a combination of technology, innovation and design. The microwaves come in four new vibrant colors: Baby Blue, Vivid Yellow, Pastel Green and Raspberry Red. The microwaves offer many features including: crisp (for frying and baking), steam, and jet defrost.



Europe Business Focus

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

Latin America Q1 2007 Operating Performance

\$ in Millions

	Q1 2007	Better/(Worse)	
		2006*	%
Net Sales	\$754	\$170	29.0%
Operating Profit	\$84	\$52	162.4%
% of Sales	11.1%	5.6 pts	-

(*) 2006 reflects business reclassification

- Record revenue and operating profit
- Operating profit margins expand ~6 points
- Strong appliance demand, productivity improvements, regional tax incentives and cost controls

Brastemp Touch Range

Brastemp launched three new range lines including *Brastemp* Touch, shown here. *Brastemp* Touch features a gas range, pre-programmed functions, and an electronic control oven.



Whirlpool Products with 6th Sense Technology

The complete portfolio of *Whirlpool 6th Sense* products was introduced to consumers in Argentina. The *6th Sense* technology provides intelligent appliances that sense the environment, adapt to different operating conditions and control processes.



Consul Brand Refrigerators

Two new refrigerators were launched under the *Consul* brand that allow customers to draw and write on the door, as well as both sides of the product.



Latin America Business Focus

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

Asia Q1 2007 Operating Performance

\$ in Millions

	Q1 2007	Better/(Worse)	
		2006*	%
Net Sales	\$116	\$19	20.0%
Operating Profit	\$1	\$5	NM
% of Sales	0.8%	5.1 pts	-

(*) 2006 reflects business reclassification

- **Strong growth in India**
- **Improved product mix, successful new product introductions, increased productivity**
- **Higher material costs**

Asia Business Focus

- **Extend product offering and accelerate new product launches**
- **Expand distribution and leverage global innovation**
- **Continued expansion of China procurement and technology**
- **Improve manufacturing cost position and 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%

First Quarter Operating Performance

\$ in Millions, except per share amounts

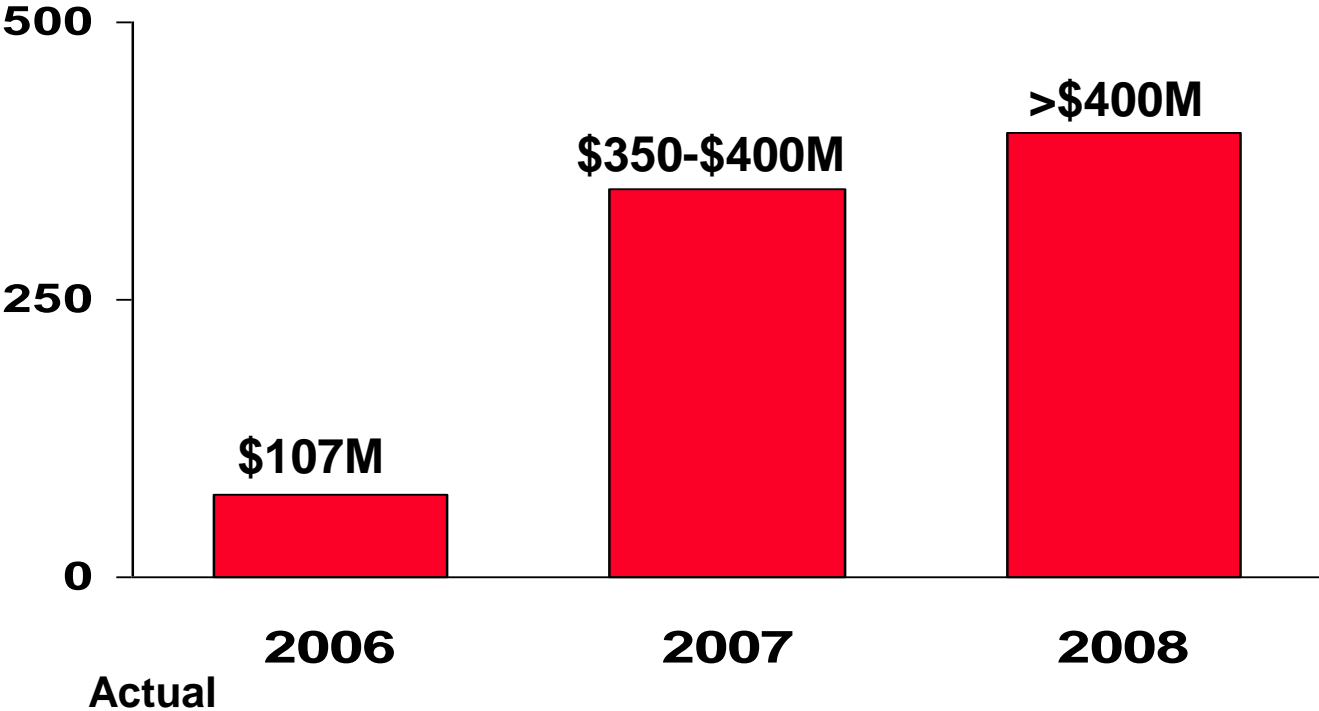
	Q1 2007	Q1 2006
Operating Profit	\$226	\$201
Interest Income and Sundry Expense	(\$5)	(\$7)
Interest Expense	(\$50)	(\$29)
Income Taxes	(\$41)	(\$47)
Equity in Affiliates & Minority Interests	(\$6)	\$0
Earnings from Continuing Operations	\$124	\$118
Diluted EPS from Continuing Operations	\$1.55	\$1.70

Free Cash Flow – March 31, 2007

	<u>2007</u>	<u>2006</u>
\$ in Millions		
Earnings from Continuing Operations	\$ 124	\$ 118
Depreciation / Amortization	143	96
Working Capital	(116)	(244)
Taxes Deferred & Payable, net	32	47
Restructuring, net of cash paid	(43)	(5)
Accrued Pension	(21)	23
Other	(278)	(237)
	<hr/>	<hr/>
Cash Used In Continuing Operating Activities	\$ (159)	\$ (202)
Capital Expenditures	(96)	(98)
Proceeds from Sale of Assets	5	4
	<hr/>	<hr/>
Free Cash Flow	\$ (250)	\$ (296)

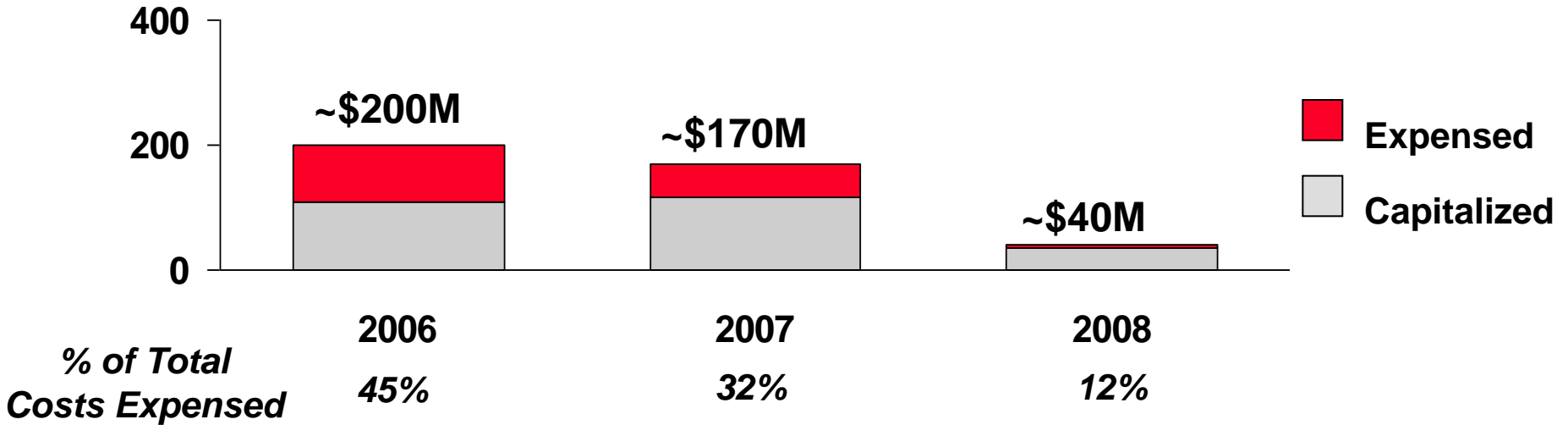
Merger to Drive Large Cost Savings

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. (EDT) Tuesday, April 24, 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, more than 73,000 employees, and more than 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) changes in market conditions, health care cost trends and regulatory changes that could increase future funding obligations for pension and post-retirement benefit plans; (9) the cost of compliance with environmental and health and safety regulations, including regulations in Europe regarding appliance disposal; (10) 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; (11) the impact of labor relations; (12) Whirlpool's ability to obtain and protect intellectual property rights; (13) volatility in Whirlpool's effective tax rate; (14) the ability of Whirlpool to manage foreign currency fluctuations; (15) global, political and/or economic uncertainty and disruptions, especially in Whirlpool's significant geographic markets, including uncertainty and disruptions arising from natural disasters, or terrorist attacks; and (16) risks associated with operations outside the U.S. 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.