



Business Ethics Magazine Names Whirlpool One of 100 Best Corporate Citizens

Eighteenth Ranked Whirlpool Makes List for Sixth Consecutive Year

BENTON HARBOR, Mich., April 7 /PRNewswire-FirstCall/ -- Whirlpool Corporation (NYSE: WHR) has been named one of the 100 best corporate citizens by Business Ethics Magazine. The company, which ranked 18th on the list, has been named to the list every year since its inception six years ago.

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

Business Ethics Magazine has released its annual survey of the "100 Best Corporate Citizens" in the Spring 2005 issue published today. The closely watched survey has gained national recognition as an indicator of best practices in the area of corporate social responsibility.

"We're honored to be named one of the top 20 best corporate citizens," said Jeff M. Fettig, chairman, president and CEO, Whirlpool Corp. "Whirlpool has a long history of strong corporate citizenship and we believe this recognition by Business Ethics Magazine reflects what we, both as a company and as employees, have been doing throughout our nearly 100 year history."

The 100 Best Corporate Citizens survey is based on a database maintained by KLD Research & Analytics, a Boston-based social research firm. All companies listed on the Russell 1000 Index -- the 1000 largest publicly traded companies in the United States -- are considered. The KLD data is then statistically analyzed by Sandra Waddock and Samuel Graves of Boston College, and companies receive rankings in eight different categories: total return to stockholders, community, governance, diversity, employees, environment, human rights and product. Each company then receives an overall score based on their scores in the eight different issue areas. More details regarding the 100 Best Corporate Citizens list are available on the Business Ethics web site at http://www.business-ethics.com/whats_new/100best.html.

Founded in 1987, Business Ethics magazine is the only US-based business magazine focusing on ethics and corporate social responsibility in a media landscape otherwise dominated by traditional business publications. Published four times a year with a total distribution to approximately 10,000 readers, it has a unique position and a unique readership of thought leaders in business, investing, academia, government and civil society organizations interested in corporate social responsibility issues.

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>.