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Discover The Beauty In Simplicity With The New Whirlpool® Ice Kitchen Collection

White Ice Collection Showcased in House Beautiful's 5th Annual Kitchen of the Year at Rockefeller Plaza

BENTON HARBOR, Mich., July 16, 2012 /PRNewswire/ -- Signifying a shift in the culture of home appliances, Whirlpool brand introduces the Ice Collection. Defined by silver accents, elegant lines, sleek handles and streamlined controls, the collection is a break from the uniform whites, blacks and the ever-popular stainless steel. In other words, white is the new stainless.

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(Logo: <http://photos.prnewswire.com/prnh/20110404/NY75862LOGO>)

From the little black dress to a crisp white tee, simplicity never goes out of style. And who doesn't want their home life to be a little more like that? According to a recent survey conducted by Harris Interactive on behalf of Whirlpool Corporation, 91% of respondents want to simplify some household chore. With their minds laser-focused on consumer needs, Whirlpool brand's new collection is so advanced, it's simple.

"Not only is the new line truly innovative in that it takes the complexity out with beautiful yet useful features, the sophisticated style integrates seamlessly into any kitchen," said Pat Schiavone, VP of Global Consumer Design. "In addition to the intuitive technology, the line takes a fresh look at appliance design and features flawless exteriors that add beauty to any home."

The Whirlpool® Ice Collection featuring White Ice appliances will be featured in *House Beautiful* magazine's 5th annual Kitchen of the Year at Rockefeller Plaza, Monday, July 16, through Friday, July 20 in a 1,000-square-foot kitchen conservatory designed by the renowned Mick de Giulio. The Kitchen of the Year will host presentations on influential design trends and create interactive programs with designers, craftsmen and lifestyle leaders. Each day the kitchen will feature up-close culinary demonstrations from an array of celebrated and innovative chefs.

Consumers can enter on Whirlpool brand's Facebook page for a chance to win a Whirlpool® kitchen suite of their own — the very same White Ice collection that is being featured at *House Beautiful* magazine's Kitchen of the Year. Tell us the *one thing* that simplifies your life at home for a chance to win a full kitchen suite including a refrigerator, range, dishwasher and microwave from the new collection. Visit www.facebook.com/whirlpool to enter.

With the amount of time families spend gathered around the table, the kitchen deserves to be as beautiful and inspiring as the rest of your home. The alluring finishes on the Ice collection which includes refrigerators, wall ovens, ranges, microwaves, and dishwashers exude refined style. To learn more about Whirlpool brand Kitchen Collections visit Whirlpool.com/kitchen.

About Whirlpool brand

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2011, 68,000 employees, and 66 manufacturing and technology research centers around the world. Whirlpool brand recognizes that consumers lead busy, active lives and continues to create solutions that help consumers optimize productivity and efficiency in the home. In addition to designing appliance solutions based on consumer insight, Whirlpool is one of Habitat for Humanity's largest corporate partners, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool brand please visit www.whirlpool.com or find us on Facebook at www.facebook.com/whirlpool. Additional information about the company can be found at www.whirlpoolcorp.com.

About House Beautiful

[House Beautiful](http://HouseBeautiful.com) is the leading authority on American home design and decoration, reaching more than seven million readers every month. Founded in 1896, House Beautiful is the oldest continuously published shelter magazine in the United States. In May 2012, House Beautiful won the American Society of Magazine Editors award for General Excellence in the Lifestyle Magazines category. In addition to its U.S. flagship, House Beautiful publishes two editions abroad. Readers also can interact with the brand digitally on House Beautiful mobile (m.housebeautiful.com) and through e-editions on Zinio, iPad, B&N Nook and Kindle Fire. House Beautiful is published by Hearst Magazines, the largest publisher of monthly magazines in the U.S. (ABC 2011), which reaches 82 million adults each month (Spring 2012 MRI). Follow House Beautiful on Twitter at @housebeautiful.

About de Giulio kitchen design

de Giulio kitchen design has two Chicago area showrooms, including one at LuxeHome in Chicago's Merchandise Mart. The company was founded by Mick De Giulio over 25 years ago and is internationally recognized for innovative interior architecture and product design for kitchens. In addition to designing an extensive array of signature products under the de Giulio Collection label, Mick De Giulio has designed several best-selling product lines for the German kitchen cabinet manufacturer SieMatic, and a collection of sinks for Kallista (a Kohler company) which includes the Multiere, named Best of Year 2011 by Interior Design magazine. Mick is a frequent speaker at industry events, his work has been extensively published both nationally and internationally, and in 2010, his first book, Kitchen Centric was released by Balcony Press. For more information on de Giulio kitchen design, visit www.degiuliodesign.com.

About Tishman Speyer

Tishman Speyer is the co-owner and manager of Rockefeller Center, the world-famous real estate, shopping and dining complex in the heart of midtown Manhattan. Rockefeller Center is the site of numerous public exhibits and events, including large-scale installations of public art by world-renowned artists including Takashi Murakami, Jeff Koons and Jonathan Borofsky. Tishman Speyer has earned a worldwide reputation for innovative utilization of public art in its signature commercial properties, which include Rockefeller Center and Chrysler Center. Tishman Speyer is committed to the preservation and restoration of Rockefeller Center and the historic Top of the Rock Observation Deck at Rockefeller Center, one of New York's top attractions. Each day an estimated 350,000 people visit the Rockefeller Plaza complex, which during the holidays is home to the most famous Christmas Tree in the world.

SOURCE Whirlpool Corporation

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