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Partners in Innovation: Whirlpool Corporation Secures 4-Year Renewal with PulteGroup

Leading national builder to exclusively offer Amana, Whirlpool, Maytag, KitchenAid and Jenn-Air brands in new homes

BENTON HARBOR, Mich., May 31, 2017 /PRNewswire/ -- PulteGroup, currently the third largest public homebuilder in the country, has renewed a four-year exclusive agreement with Whirlpool Corporation. Under this agreement, which became effective Jan. 1, 2017, Pulte Group will feature Amana®, Whirlpool®, Maytag®, KitchenAid® and Jenn-Air® brand home appliances in its new homes nationwide.

PulteGroup, which is based in Atlanta, Ga., has been providing the American Dream of homeownership to families for more than 60 years. Today, PulteGroup operates several brands in approximately 50 markets across the country, serving customers in all phases of life including first-time, move-up and active adult lifestyle communities.

"PulteGroup shares our passion for high-quality products and commitment to make lives better," said Bob Bergeth, General Manager of Contract Builder Sales at Whirlpool Corporation. "Our products help builders succeed by making an impact on consumers' lives through purposeful technology, making them a natural fit for PulteGroup's Life Tested® home designs that blend functional design with innovation. We're delighted to provide appliances that fulfill these promises to consumers."

PulteGroup and Whirlpool Corporation also collaborated in October 2015 during PulteGroup's Kitchen Throwdown event. For that initiative, six supplier teams each built a kitchen vignette for one of three consumer segments. The event was designed to bring innovation to the forefront while creatively addressing consumers' wants and needs in a kitchen.

"With Whirlpool, we have the opportunity to partner with a company that shares our commitment to quality, innovation and customer service," said Chuck Chippero, Director of Strategic Sourcing at PulteGroup. "Whirlpool has an extensive portfolio of appliances and brands that allow us to provide products that can meet the specific needs of the different homebuyer groups we serve."

Whirlpool Corporation offers a variety of brands to serve homeowners in all PulteGroup communities, including:

- | Amana brand, which features quality products that deliver on value and are easy to use
- | Whirlpool brand, the flagship brand that has been the authority on family care for more than a century
- | Maytag brand, the heritage brand offering durable, reliable appliances
- | KitchenAid brand, which delivers superior performance and is designed for the consumer who is passionate about cooking
- | Prestigious Jenn-Air brand, which offer sleek aesthetics and elegant precision

Builders can find more information about Whirlpool, KitchenAid, Jenn-Air, and all Whirlpool Corporation brands at InsideAdvantage.com.

ABOUT PULTEGROUP

PulteGroup, Inc. (NYSE: PHM), based in Atlanta, Georgia, is one of America's largest homebuilding companies with operations in approximately 50 markets throughout the country. Through its brand portfolio that includes Centex, Pulte Homes, Del Webb, DiVosta Homes and John Wieland Homes and Neighborhoods, the Company is one of the industry's most versatile homebuilders able to meet the needs of multiple buyer groups and respond to changing consumer demand. PulteGroup conducts extensive research to provide homebuyers with innovative solutions and consumer inspired homes and communities to make lives better.

ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation (NYSE: WHR) is the number one major appliance manufacturer in the world, with approximately \$21 billion in annual sales, 93,000 employees and 70 manufacturing and technology research centers in 2016. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, Jenn-Air, Indesit and other major brand names in nearly every country throughout the world. Additional information about the company can be found at WhirlpoolCorp.com, or find us on Twitter at @WhirlpoolCorp.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/partners-in-innovation-whirlpool-corporation-secures-4-year-renewal-with-pultegroup-300465695.html>

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