



October 2003

To All Independent Service Providers:

Whirlpool Corporation considers its network of certified Independent Service Providers important professional partners in delivering a high quality, post sale service experience.

As the world's leading manufacturer and marketer of major home appliances, Whirlpool has the opportunity to work with trade organizations and industry groups to help raise awareness of the professionalism of service industry providers. As a result, we encourage you to become familiar with a unique certification opportunity designed especially for Independent Service Providers.

The attached information sheets provide details on becoming a Certified Service Center. There are many distinct advantages to becoming a Certified Service Center including differentiation from your local competition, recognition within the appliance industry for quality assurance, and your company's inclusion in a special directory of Certified Service Centers.

Please thoughtfully review the attached information or visit the Certified Service Center web site at www.certifiedservicecenter.org for more information on certification requirements and fees, and the bonus plan for becoming a Certified Service Center.

We hope that you will take advantage of this unique opportunity!

Best regards,

Steve Zannos
Director, In Home Service
Whirlpool Corporation



A Symbol of Quality Service

Become A Certified Service Center

Show your Customers that you mean Business

Differentiate your service from your competitors. Become a Certified Service Center and demonstrate to your customers, and the industry, that customer service and satisfaction are paramount to your center, and customers are guaranteed high quality. Your service deserves to be recognized. So take your business one step beyond the rest, get certified today.

What is the Certified Service Center Program?

The Certified Service Center program is designed as a tool to help consumers find quality service centers, to help electronics and appliance manufacturers select service centers for in-warranty repairs, and to provide a standard for professional service firms that desire to offer outstanding customer service.

What does Certification Mean to My Business?

Certified Service Center (CSC) status places your business in the elite network of service centers that consumers turn to for quality assurance. Your business will be listed in the CSC directory to be distributed to industry and consumers, as well as on Consortium Members web sites. Also, you will receive a framed certificate validating your CSC status, and graphics of the CSC logo, which you may use in your promotional literature and signage.

Who's Eligible?

The Certified Service Center program is open to all electronic and appliance service, repair and installation companies located within the United States, including:

- Appliance Service Centers
- Audio Video Service Centers
- Communications Service Centers
- Computer Service Centers
- Mobile/ 12 Volt Service Centers
- Satellite Service Centers
- Security System Service Centers
- Television Service Centers

What's Involved?

To attain Certified Service Center status, a service center must comply with specified requirements determined by representatives of all facets of the service industry.

Certification Requirements:

- Facility Service Capability
 - Code of Conduct
 - Appropriate Test Equipment and Tools
 - Customer Service and Warranty Policy
 - Management Skills
 - Technician Certifications
 - Licensing and Insurance
 - Professional Appearance



Become A Certified Service Center

How Do I Apply?

To apply for the Certified Service Center status submit an application with the specified fees. Applications can be found on the Internet at www.certifiedservicecenter.org. If you do not have web access, contact one of the organizations below for an application.

Fee

The three-year [non-refundable] certification fee for a single service business location ranges from \$180 to \$475 based on eligibility requirements. Certifications are valid for three years from the date of certification.

For more information about the Certified Service Center program contact one of the following organizations -



703-907-7045



800-288-3824



630-953-8950

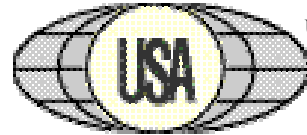
*National Electronics Service
Dealers Association, Inc.*



817-921-9061



888-777-8851



714-335-1951



**CERTIFIED
SERVICE
CENTER**

A Symbol of Quality Service

The CSC designation is supported by the following leading manufacturers:

- DCCM Cellular Connection of Miami Inc.
- Digital LG-Zenith Service
- Flarion Technologies
- Hitachi America Ltd., Home Elec. Div.
- Kenwood Service Corporation
- Night Owl Optics
- Panasonic Consumer Electronics Co
- Parasound Products Inc.
- Philips Consumer Electronics
- Pioneer Electronics (USA), Inc., CSD
- Rostra Precision Controls, Inc.
- Samsung Electronics America
- Sharp Electronics Corporation
- Soliloquy Loudspeaker Co.
- Sony Electronics Inc.
- SubZero Manufacturing, Inc.
- Thomson Multimedia Inc.
- Toshiba America Consumer Products
- Whirlpool Corporation

www.certifiedservicecenter.org