



Sept. 21, 2005

Dear Authorized Servicer:

Beginning Nov. 1, Whirlpool will be implementing changes to dramatically simplify its product warranty structure for Whirlpool brand and its value brands in the U.S., a move that will provide significant benefits to consumers, trade customers, the company and shareholders.

Whirlpool, Roper, Estate and Inglis brands will be manufactured with a one-year parts and labor warranty. This change streamlines more than 250 versions of warranties that sometimes included extended components coverage; the new warranty will be consistent and easy to communicate to consumers.

Recent research has shown that consumers do not value extended component warranties; In short, a product's warranty does not drive the purchase decision. Therefore, it makes sense for us to focus on the things that do matter to the consumer. The resources freed up by these changes can support product quality and robust design, after sales support and consumer-relevant innovation, all things research has shown that the customer values.

The changes also offer considerable benefit to Whirlpool's trade customers and authorized servicers, as this will eliminate much of the confusion and added complexity associated with the many variations of warranty coverage.

Furthermore, most product warranties for Whirlpool, Inglis, Roper and Estate will be retitled from "Full" to "Limited," based on certain changes in implied warranty terms. While KitchenAid is not broadly changing its existing parts and labor coverage, it will be retitling warranties as "Limited," along with a few other minor changes. (Please see attached Frequently Asked Questions for more details.)

Whirlpool will continue to stand behind its products, just as it always has. We've identified compelling business reasons to change our product warranty, all in the best interest of the trade and our consumers.

Kathy Nelson

Vice President & General Manager, Consumer & Appliance Care

Whirlpool Corporation