



February 10, 2009

Dear Whirlpool Retiree:

Throughout Whirlpool Corporation's 97-year history, we have made a commitment to support the communities in which we operate. Inherent in our value of giving back, Whirlpool has encouraged our employees and retirees also to be active in our communities through charitable giving and volunteerism.

Given the current economic crisis that is impacting all businesses, we must focus our limited funds to where we can see the greatest impact, namely in the communities in which we operate. Accordingly, we are reviewing our overall giving strategy to ensure that our giving achieves the greatest community impact while leveraging our resources and building our corporate reputation.

In order to make sure we provide broad support for charitable giving and to assure funding capacity for matching all gifts made within the scope of Foundation guidelines, effective February 15, 2009, we are reducing the eligible Matching Gifts program to \$1,000 annually for retirees. In addition, all matches will be limited to 501(c) 3 organizations located within communities where Whirlpool Corporation operates. We also are suspending the eligibility for matching gifts to universities and university endowments.

While this is a difficult decision, Whirlpool Foundation's ability to continue supporting its chartered activities is directly tied to the financial success of our business. Our company, like so many others, is being adversely impacted by one of the worst economic downturns in more than 70 years. In these difficult times, Whirlpool has had to make tough choices, such as reducing spending in many areas to assure long-term business opportunities when the economy once again is stronger. This includes managing the company's annual contribution to the Whirlpool Foundation.

Thank you for your understanding of the changes that are being implemented. If you have concerns and would like to discuss this change with me personally, I trust you will not hesitate to contact me. You may reach me at 269.923-0107.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Noel".

D. Jeffery Noel
President, Whirlpool Foundation