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Amana Brand and Thom Filicia to Showcase Affordable Design at International Builders' Show

Amana Brand, Filicia Will Unveil Refrigerator Concepts Reflecting Affordable Design Philosophy

INTERNATIONAL BUILDERS' SHOW, LAS VEGAS (Jan. 20, 2009) – Fresh off the heels of a successful book launch, renowned interior designer and Amana brand ambassador Thom Filicia will be at booth #C5843 at the 2009 International Builders' Show in Las Vegas on January 20, 2009 from 10:00 a.m. to noon and again from 2:00 p.m. to 4:00 p.m. Pacific Time.

“Amana continues to evolve as a very functional, eye-catching brand and Thom Filicia has been able to help us give personality to products consumers didn't think were customizable,” said Eric Johnson, director of the Amana Brand. “As an Amana brand ambassador and advocate of its “Affordable Design” philosophy, Thom shares our belief that great design is within everyone's reach.”

Bringing affordable design into every home is a shared vision between Amana brand and Thom Filicia. International Builders' Show visitors will get a first-hand look at this shared vision, along with several Amana brand refrigeration design concepts that demonstrate a wide range of ideas from global influences and nature, to polka dots and stripes.

Amana brand and Filicia encourage owners to express their individuality through design by adding a touch of personality and customization to their home. The exhibit will demonstrate how Amana brand remains true to its heritage of producing quality appliances while offering some very unique designs with smart styles.

“Today, personalization is limited only by your imagination. It's great to collaborate with a company that believes, like I do, that beautiful design doesn't have to be reserved for just a few, but is available to all. That's what Amana brand's “Affordable Design” philosophy is all about,” Filicia says.

A critically acclaimed interior designer and author of the recently released “Thom Filicia Style,” Filicia is founder of New York design firm Thom Filicia Inc. Filicia is also well-known as the current host of The Style Network's “Dress My Nest” show and as the interior design specialist on NBC/Bravo's Emmy award-winning “Queer Eye for the Straight Guy.”

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For more information on Amana, please go to www.amana.com.

About Amana

Established in 1934, Amana has a history of designing innovative cooking, dish, laundry and refrigeration household appliances. With its introduction of the original countertop microwave in 1967, Amana was put on the map as a brand dedicated to bringing convenience to consumers' lives. Amana brand is part of the Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion, 73,000 employees, and 69 manufacturing and technology research centers around the world. For more information on Amana brand appliances, visit www.amana.com.

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