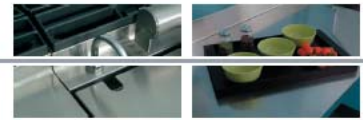




PROFESSIONAL PRODUCTS



TOGETHER WE MEAN BUSINESS

Whirlpool is seeking to expand its trade partner network

Whirlpool is interested in appointing new proactive Trade Partners to support the launch of its new comprehensive range across Europe.

The objective is to build an exclusive network capable of achieving excellent results.

Whirlpool has already put in place a Trade marketing organisation in every country to ensure that its Trade Partners will receive efficient sales and technical support.

Besides one of the most complete and innovative range in the professional market, Whirlpool will provide unparalleled support for its Trade Partners in jointly exploiting the market potential.

"I believe that Whirlpool represents a great opportunity for Trade Partners", says Luca Marcheselli Director Profit Pools Whirlpool Europe. "All we ask is that those Trade Partners who believe in providing high levels of customer satisfaction, make contact with us to hear more of what is on offer to those wishing to join our dealer network".

For any further information and details, or to set up a first meeting, please contact:

Contactus@whirlpool-professional.com

or log on to our web site www.whirlpool-professional.com