

**Bottom Mount Combinations Refrigerators-Freezers from
Korea and Mexico**

U.S. International Trade Commission Hearing

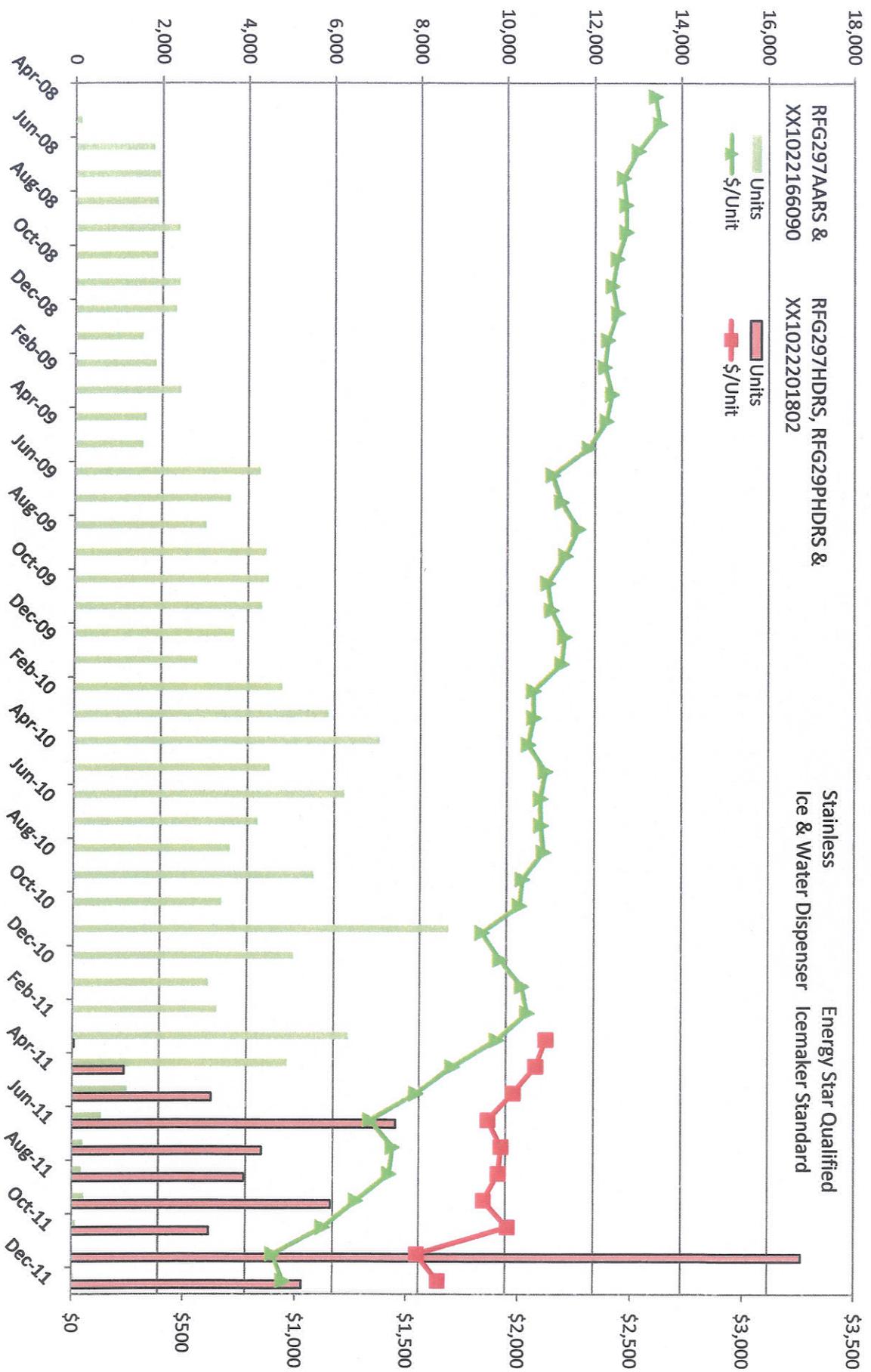
March 13, 2012

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Principal

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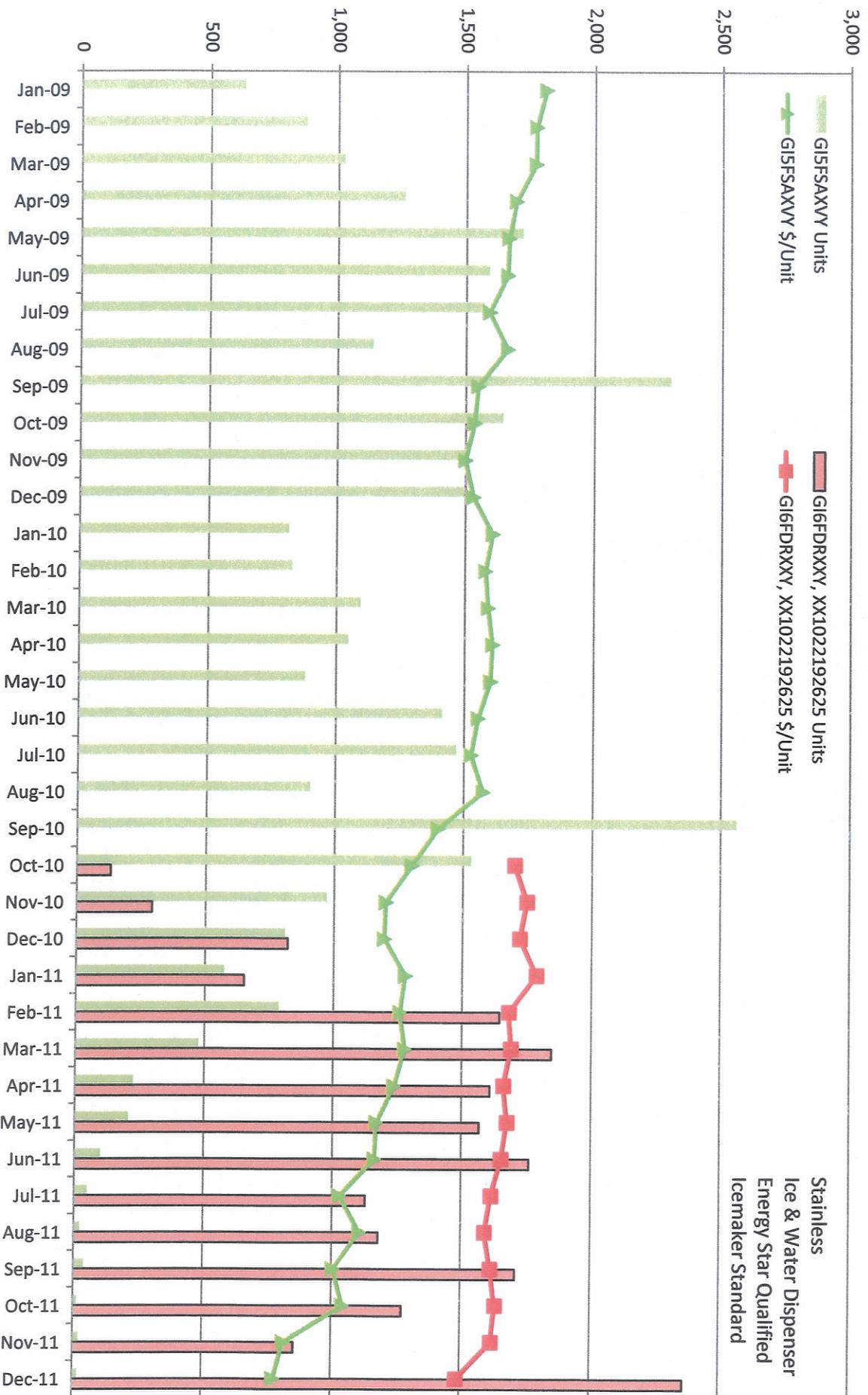
Product Life Cycle Samsung French Door Bottom Mount (28.5-29 cu. ft.)



Source: NPD.

Prepared by Capital Trade, Inc.

Product Life Cycle Whirlpool French Door Bottom Mount (24.9 – 25.8 cu. ft.)

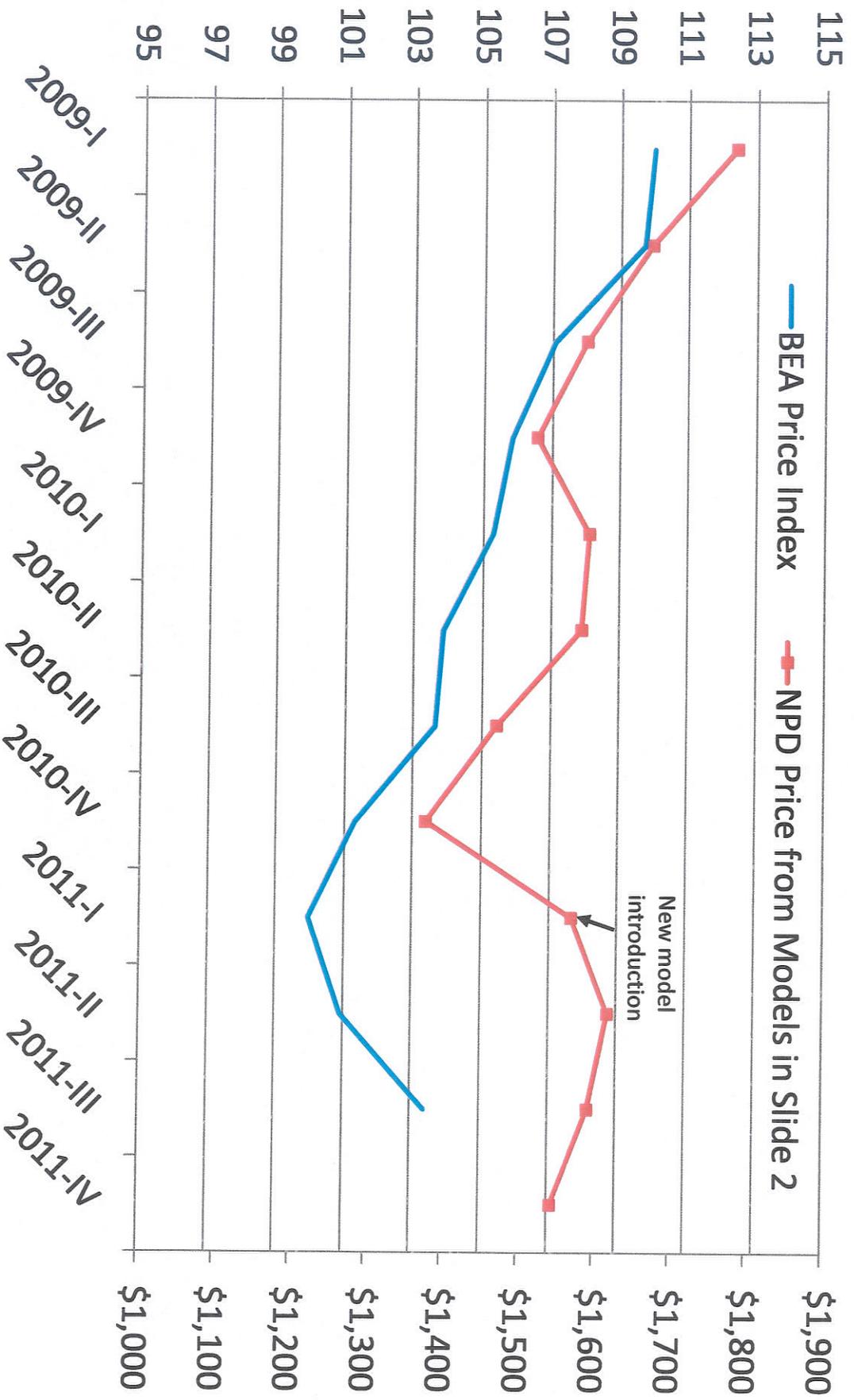


Stainless
Ice & Water Dispenser
Energy Star Qualified
Iceemaker Standard

Source: NPD.

Prepared by Capital Trade, Inc.

BEA Price Index for Major Household Appliances vs. NPD Price of Whirlpool BM Models in Slide 2*



* GISFSAXVY, GIGFDRXXY, XX1022192625

Source: BEA and NPD.

Examples of Whirlpool Promotional Activity

Whirlpool Brands	Quantity Spike	Month Prior to Spike			Quantity Spike Month			Percentage Change	
		Date	Price	Units	Price	Units	Price	Units	
G17FVCXWV 3 Door 26.6 ft3 Stainless									
	Nov-10	\$1,794	926	\$1,594	2,098	-11.1%	126.6%		
GZ25FSRXVY** 4 Door 25.0 ft3 Stainless									
	Nov-11	\$1,976	427	\$1,253	18,245	-36.6%	4,172.8%		
XX1022199841 3 Door 25.6 ft3 Stainless look									
	Nov-11	\$1,396	1,386	\$1,167	4,691	-16.4%	238.5%		
GB2FHDXWS 2 Door 21.9 ft3 Stainless									
	Sep-11	\$1,074	1,600	\$967	3,215	-10.0%	100.9%		
G15FSAXVY 3 Door 24.9 ft3 Stainless									
	Sep-10	\$1,572	900	\$1,400	2,561	-10.9%	184.6%		
GX2FHDXVA** 3 Door 22.0 ft3 Stainless look									
	Sep-11	\$1,249	24	\$972	1,010	-22.2%	4,108.3%		
XX1022158567 3 Door 24.9 ft3 Stainless look									
	Jun-10	\$1,480	541	\$1,199	5,196	-19.0%	860.4%		
XX1022192625 3 Door 25.8 ft3 Stainless									
	Dec-11	\$1,693	389	\$1,465	1,971	-13.4%	406.7%		

* There were no sales of this model in the prior months, so the Oct-11 prices for KFXS25RYMS and MFX2571XEM (also 4 Door 25.0 ft3 Stainless) were used.

** There were no sales of this model in the prior month, so the next available prior month of sales (Jul-11) was used.

Examples of Whirlpool Promotional Activity

Whirlpool Brand	Model	Capacity (cu.ft.)	Retailer	Promotional Period	Promoted Advertisised Price	Last Advertisised Price	Price Change
French Door Models							
Whirlpool	G16FARXXF	25.5	H.H.Gregg	Black Friday 2011	\$999.99	\$1,699.99	-41.18%
KitchenAid	KFXS25RYMS	25	H.H.Gregg	Black Friday 2011	\$1,799.99	\$2,499.00	-27.97%
Whirlpool	G15FSAXVY	24.9	Orville's Appliance	Black Friday 2010	\$1,297.00	\$1,897.00	-31.63%
Whirlpool	G15FSAXVY	24.9	Ultimate Electronics	Black Friday 2010	\$999.99	\$1,299.99	-23.08%
Whirlpool	G15FVAXVQ	24.9	NFM Mega Mart	Black Friday 2010	\$999.99	\$1,299.99	-23.08%
Whirlpool	G17FVCXWY	27	Lowe's	Black Friday 2010	\$1,599.00	\$2,499.00	-36.01%
Whirlpool	G17FVCXXY	27	Fry's Electronics	Christmas 2011	\$1,399.99	\$1,999.99	-30.00%
Whirlpool	G15FSAXVY	24.9	Fry's Electronics	Columbus Day 2010	\$1,099.99	\$1,719.99	-36.05%
Whirlpool	G15FSAXVY	24.9	PC Richard & Son	Columbus Day 2010	\$1,354.97	\$1,899.97	-28.68%
Whirlpool	G16FARXXB	25.5	Sears	July 4th 2011	\$1,449.99	\$1,799.99	-19.44%
Whirlpool	G16FARXXQ	25.5	Christie's	July 4th 2011	\$1,198.00	\$1,799.00	-33.41%
Whirlpool	G17FVCXWY	27	Lowe's	July 4th 2010	\$1,999.20	\$2,499.00	-20.00%
Whirlpool	G16FARXXB	25.5	Christie's	Labor Day 2011	\$1,498.00	\$1,799.00	-16.73%
Whirlpool	G16FARXXQ	25.5	Christie's	Labor Day 2011	\$1,498.00	\$1,799.00	-16.73%
Whirlpool	G15FSAXVY	24.9	Ultimate Electronics	Labor Day 2010	\$1,599.99	\$2,099.99	-23.81%
Whirlpool	G15FSAXVY	24.9	Western Appliance	Labor Day 2010	\$1,399.95	\$1,749.95	-20.00%
Whirlpool	G15FSAXVY	24.9	H.H.Gregg	Labor Day 2010	\$959.00	\$1,199.99	-20.08%
Whirlpool	GX5FHDXVQ	24.8	Orville's Appliance	Labor Day 2010	\$957.00	\$1,397.00	-31.50%
Whirlpool	GX5FHDXVQ	24.8	Orville's Appliance	Labor Day 2010	\$957.00	\$1,397.00	-31.50%
Whirlpool	GX5FHDXVT	24.8	Orville's Appliance	Labor Day 2010	\$957.00	\$1,397.00	-31.50%
Amana	AFF2534FEB	24.8	Orville's Appliance	Labor Day 2010	\$957.00	\$1,297.00	-26.21%
Amana	AFF2534FEW	24.8	American	Labor Day 2010	\$958.00	\$1,297.00	-26.14%
Amana	AFF2534FEW	24.8	Orville's Appliance	Labor Day 2010	\$957.00	\$1,297.00	-26.21%
Amana	AFI2538AES	24.9	American	Memorial Day 2010	\$1,797.00	\$2,097.00	-14.31%
Whirlpool	G15FSAXVY	24.9	PC Richard & Son	MLK Day 2011	\$1,469.97	\$2,099.97	-30.00%
Whirlpool	G15FSAXVY	24.9	PC Richard & Son	President's Day 2011	\$1,447.97	\$2,099.97	-31.05%
2 Door Bottom Mount Models							
Amana	ABB2221WEW	21.9	Orville's Appliance	Black Friday 2011	\$696.00	\$947.00	-26.50%
Amana	ABB1921WEW	18.5	Fry's Electronics	Black Friday 2010	\$649.99	\$799.99	-18.75%
Amana	ABB2221WEW	21.9	Fry's Electronics	Christmas 2011	\$649.99	\$999.99	-35.00%

Source: IFR.

Prepared by Capital Trade, Inc.