



## Notice of Plan Administrator Name and Address Change

Please note that the administrator for this plan is now Computershare Trust Company, N.A. Computershare Shareholder Services, Inc. acts as service agent to Computershare Trust Company, N.A. under the plan.

The terms and conditions of this plan remain in force. To contact the plan administrator or view online information about this plan, please visit [www.computershare.com](http://www.computershare.com). Check this website often for exciting new features and services. To call the plan administrator, you may continue to use the telephone number listed in the accompanying documentation.

All written correspondence should now be mailed to the plan administrator at:

Computershare  
P.O. Box 43081  
Providence, RI 02940-3081

All correspondence should contain your account number and the name of the corporation that appears on your stock certificate or account statement.

**Please retain this notice for future reference**

**Notice of Amendment to All Direct Stock Purchase and  
Dividend Reinvestment Plans Sponsored by  
EquiServe Trust Company, N.A. (the “Plan”)**

The enclosed Plan document may include information stating that when sending in a stock certificate for deposit and safekeeping under the Plan, you should insure your package for 2% of the market value of the shares and send it by registered or certified mail. This recommendation was based on the surety premium then in effect of 2% to replace lost certificates, should they become lost in transit to EquiServe. This rate may no longer be the applicable rate. Generally, the cost to replace certificates includes a surety premium of 3% of the market value of the shares, plus a processing fee. EquiServe still recommends that you send your certificate by registered, certified, or some other form of traceable mail.

## **THE DIRECTSERVICE INVESTMENT PROGRAM**

### ***IMPORTANT NOTICE***

The DirectSERVICE Investment Program for Whirlpool Corporation has been amended to provide you with additional flexibility in purchasing shares through check, money order or automatic investment:

- (1) Initial shares may be purchased by a lump-sum investment via check or money order or incrementally through automatic investments from a U.S. bank account. The minimum lump-sum investment for new investors is now \$250 rather than \$1,000. Additionally, new investors may purchase shares through the automatic investment feature at \$50 per investment for a minimum of five consecutive investments rather than \$100 per investment for a minimum of ten consecutive investments.
- (2) The minimum investment for additional purchases through check, money order or automatic investment is now \$50 per transaction rather than \$100.

For shareholder inquiries, please call Computershare toll-free at 1-800-446-2617.

Customer Service Representatives are available 9:00 a.m. to 5:00 p.m. U.S. Eastern time each business day.

An automated voice response system is available 24 hours a day, 7 days a week.



The  
DirectSERVICE™  
Investment Program

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For Shareholders  
of  
Whirlpool Corporation

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Shareholder Information Brochure

**WHIRLPOOL CORPORATION**



Program Sponsored and Administered by  
First Chicago Trust Company of New York

## The DirectSERVICE™ Investment Program

First Chicago Trust Company of New York ("First Chicago Trust") is pleased to announce the DirectSERVICE Investment Program ("Program") for current shareholders and new, first-time investors in Whirlpool Corporation ("Whirlpool") Common Stock. This Program provides you with an alternative to traditional retail brokerage methods of purchasing, holding and selling Whirlpool Common Stock. The Program offers a variety of flexible services to aid in managing your investment.

### Key features of the Program include the following:

- All Whirlpool shareholders of record are automatically eligible to participate in the Program.
- New shareholders can open an account with as little as \$1,000 (either as an initial lump sum purchase or ten consecutive purchases of at least \$100 through our Automatic Investment Feature). There is a \$10 transaction fee plus a brokerage commission associated with your initial investment.
- You buy shares in whole dollar amounts rather than a specified quantity of shares. Your account is credited with the appropriate number of full and fractional shares.
- You can build your investment over time by making additional purchases periodically (minimum of \$100 per purchase up to a yearly limit of \$250,000). The investment amount can be automatically deducted from your bank account or you can send it in by mail.
- Additional cash purchases are invested weekly.
- You can reinvest dividends in full or in part or receive cash dividend payments electronically or by check.
- You can deposit your stock certificates for safekeeping or you can request a certificate for whole shares from your Program account at any time. In either case, there is no cost to you.
- You can sell any book-entry shares on deposit in your account through the Program.
- Sale orders are usually processed daily.
- You can transfer shares or make gifts of Whirlpool Common Stock at no cost to you.

First Chicago Trust is the sponsor, processing agent and administrator for the Program. The Program is not sponsored or administered by Whirlpool. Securities held in custody by First Chicago Trust are not subject to protection under the Securities Investor Protection Act.

## HOW THE PROGRAM WORKS

The Program provides you with an additional alternative to traditional methods of buying, holding and selling Whirlpool Common Stock. The Program is governed by the terms and conditions contained in this Shareholder Information Brochure.

You can purchase and sell shares directly through the Program rather than dealing with a broker. However, you may sell your shares through a broker if you wish, subject to commissions and fees you negotiate with your broker. When selling through a broker, you must arrange for delivery to that broker of your shares being sold.

### Eligibility

Shareholders holding stock certificates are automatically enrolled in the Program. Other individual investors may participate in the Program by reading this Shareholder Information Brochure, completing the Initial Investment Form and sending it to First Chicago Trust with your purchase amount of at least \$1,000.

First Chicago Trust will waive the \$1,000 minimum initial investment for first-time investors choosing to make their initial purchase and subsequent ongoing purchases through the automatic investment feature. Using this feature, new investors may purchase shares on a regular monthly basis by authorizing automatic withdrawals of \$100 each for at least ten consecutive months from a designated bank account. Program services are available to any shareholder of record, even if you own only one share.

Automatic withdrawals will continue indefinitely beyond the ten month minimum, until you notify First Chicago Trust in writing to the contrary.

### Statements and Transaction Advices

Whenever you purchase, sell or deposit shares through the Program, you will promptly receive a transaction advice with the details of the transaction.

All shares you hold or purchase through the Program are recorded in the same account. After each dividend reinvestment, you will receive a detailed statement showing the amount of the latest dividend reinvested, the purchase price per share, the number of shares purchased and your total Program book-entry shares. The statement will also show all year-to-date account activity, including purchases, sales, certificate deposits or withdrawals and dividend reinvestment. This will enable you to review your complete Program book-entry holdings at a glance.

On each quarterly statement and transaction advice you will find information such as how to buy or sell shares through the Program and where to call or write for additional information. In addition, you will receive a comprehensive year-end statement summarizing activity in your account for the entire year, which may be helpful for record keeping and tax purposes.

### Electronic Recordkeeping — You Control Your Shares

Your Program shares are recorded in electronic registration (also known as book-entry) form. Just like any certificated shares registered in your name, your electronic registration shares are your shares. You are the true owner and enjoy the same shareholder benefits as when you hold certificates, without the risk of certificate theft, loss or misplacement.

You may contact First Chicago Trust to request a certificate, transfer shares to another person or sell shares directly through the Program.

## **ACCOUNT FEATURES**

### **Additional Purchases**

If you want to make an additional share purchase, send a check or money order (minimum of \$100) payable to "First Chicago Trust - Whirlpool" and the transaction form (supplied with each statement or transaction advice) in the envelope provided. Purchase orders may be processed daily when practicable and at least once every five business days. Upon settlement, First Chicago Trust will record your purchase on Whirlpool's stock transfer books with the appropriate number of full and fractional shares. You may invest up to \$250,000 per calendar year through additional purchases.

### **Automatic Investment**

Automatic investment enables you to purchase additional shares on a regular basis by pre-authorizing First Chicago Trust to electronically debit your checking or savings account each month. This permits you to make regular investments, if you choose, in an amount and on a schedule comfortable for you, without the inconvenience of writing and mailing checks.

To initiate automatic investments, you must complete and sign an Authorization Form for Automatic Deductions and return it to First Chicago Trust. Authorization forms will become effective as promptly as practicable; however, you should allow four to six weeks for your first investment to be initiated.

Once automatic deductions begin, funds will be withdrawn from your bank account on either the 1st or 15th of each month, or both (as chosen by you), or the next business day if either the 1st or the 15th is not a business day, and will normally be invested within five business days.

The financial institution designated by a participant on an Automatic Monthly Deduction Form may charge an additional fee for participating in the electronic fund transfer. Participants are encouraged to consult with their financial institution prior to sending an Automatic Monthly Deduction Form to First Chicago Trust.

### **Electronic Transfer**

#### **Transfer shares from your brokerage account:**

A shareholder who owns Whirlpool shares that are held by a bank, broker, trustee in street or nominee name ("broker") may participate with some or all of such Whirlpool shares by instructing the broker to have some or all of the shares transferred into the shareholder's name in Direct Registration book-entry form. Simply instruct your bank, broker or trustee to reregister your shares through the Direct Registration System and specify book-entry registration.

### **Share Certificate Deposit & Withdrawal**

You may deposit certificated shares in your Program account at First Chicago Trust by using a brown, pre-addressed envelope (provided by First Chicago Trust) to enclose your certificate or certificates. Envelopes may be obtained upon request to First Chicago Trust. Place first class postage on the envelope (required by insurance) and mail it to First Chicago Trust. When mailed in this manner, your certificate(s) are automatically insured up to a current market value of \$25,000. Stock certificates sent to First Chicago Trust for deposit should not be endorsed.

If you do not use a brown pre-addressed envelope provided by First Chicago Trust, certificates (unendorsed) should be sent to the address listed on page 11 in this brochure via registered mail, return receipt requested and insured for possible mail loss for 2% of the market value (minimum of \$20.00); this represents the replacement cost to you.

A statement confirming each deposit will be sent to you promptly.

Certificate withdrawal can be made by calling or writing First Chicago Trust. A certificate for the number of full shares you specify will be mailed promptly. There is no cost to you for certificate deposit or withdrawal services.

### **Selling Shares**

You may sell shares held through the Program in most cases by calling First Chicago Trust toll-free at 1-800-446-2617. If you prefer, mail your request using one of the transaction forms provided with each statement and transaction advice. Certificated shares can be deposited in your Program account and subsequently sold through the Program.

First Chicago Trust will make every effort to process your order on the day it is received, provided that instructions are received before 1:00 p.m. Eastern time on a business day during which First Chicago Trust and the relevant securities market are open. The proceeds of the sale, less applicable fees and commissions, will be sent to you.

You have full control of your Program shares and can transfer or dispose of them at any time. You may choose to sell shares held for you by First Chicago Trust through the broker of your choice. If you choose to do so, just call or write First Chicago Trust and request share issuance. Based upon your instruction, a certificate will be issued and mailed to you.

### **Dividend Options**

#### **Cash Dividends**

You may receive all or part of your dividends in cash. A check will be mailed to you or in lieu of receiving a dividend check, you may authorize First Chicago Trust to electronically credit your checking or savings account on the dividend payment date.

#### **Dividend Reinvestment**

You can reinvest all or part of your dividends in additional Whirlpool shares by notifying First Chicago Trust in writing or by using an Enrollment Authorization Form obtainable from First Chicago Trust.

### **Gift Transfers**

You may give shares to others directly without requiring the issuance of certificates. Requests for transfer are subject to the same requirements as the transfer of Whirlpool Common Stock certificates, including the requirement of a medallion signature guarantee. After the transfer is complete, the recipient will receive an account statement showing the transfer of those shares. At your request, First Chicago Trust will send you a non-negotiable gift certificate you can present to the recipient.

### **Customer Service**

You will receive all proxies and other materials Whirlpool may periodically distribute, including annual reports and other shareholder information.

A customer service representative at First Chicago Trust will be available to assist you with questions concerning your account by calling toll free 1-800-446-2617 between the hours of 8:30 a.m. – 7:00 p.m. Eastern time each business day.

As a shareholder, you may use the automated voice response system at First Chicago Trust to obtain information regarding your account. The toll free telephone number is 1-800-446-2617.

## **QUESTIONS AND ANSWERS**

### **1. Who is eligible to participate in the Program?**

Current shareholders of record are automatically eligible to participate in the services provided through the Program and may start to use Program services immediately. Program services are available to any shareholder of record, even if you own only one share.

Persons not presently owning shares can become participants by making an initial cash investment of at least \$1,000 to purchase shares under the Program. First Chicago Trust will waive the \$1,000 minimum initial investment for first-time investors choosing to make their initial purchase and subsequent ongoing purchases through the automatic investment feature. Using this feature, new investors may purchase shares on a regular monthly basis by authorizing automatic withdrawals of \$100 each for at least ten consecutive months from a designated bank account.

Regulations in certain countries, however, may limit or prohibit participation in this type of Program. Therefore, persons residing outside the United States who wish to participate in the Program should first determine whether they are subject to any governmental regulation prohibiting their participation. See "Terms and Conditions" for limitations.

### **2. Why would I choose to use the services provided in the Program?**

The Program is designed for individuals making their own investment decisions and who have a particular interest in Whirlpool Common Stock. It offers an alternative to purchasing, holding or selling shares through brokers, allowing you to conduct these transactions directly through the Program. Program transaction fees are generally less than traditional brokerage fees and commissions.

### **3. How do I get started in the Program?**

Getting started is simple. For investors who are not currently Whirlpool shareholders, just carefully read this Shareholder Information Brochure. Complete and sign the enclosed Initial Investment Form. New shareholders can make an initial purchase by check or money order with as little as \$1,000 or by authorizing automatic withdrawals of \$100 each for at least ten consecutive months from a designated bank account. Send the form and your check or money order in the enclosed envelope to First Chicago Trust. First Chicago Trust will promptly purchase a number of full and fractional shares with your initial investment and will then record your share ownership on Whirlpool's stock transfer books. For non-shareholders of record, a first-time investment fee of \$10 plus a brokerage commission will be deducted prior to investment.

If you are already a shareholder, you may participate in several ways. You can 1) send your certificates to First Chicago Trust for safekeeping, 2) send a check to purchase additional shares (\$100 minimum), 3) reinvest the dividends from some or all of your shares, even shares you hold in certificate form and/or transfer shares from your brokerage account.

### **4. Do I pay any fee or service charge for my use of the Program?**

Yes, there are modest fees and service charges associated with certain transactions under the Program. These are outlined in the "Program Fees, Commissions, and Minimum Investments" schedule at the end of this booklet.

### **5. What if I want to buy additional shares or sell what I have?**

Participants may make additional investments in Whirlpool Common Stock at any time through cash investments of at least \$100 for any single investment up to a maximum of \$250,000 per calendar year (including any initial investment). Optional investments may be made by check, money order or automatic deduction from a predesignated U.S. bank account. Additional cash investments may be made occasionally or at regular intervals at the participant's option.

Participants may use the enclosed envelope to send in the transaction form (attached to every statement and transaction advice you receive) and a check or money order for the purchase of additional shares. First Chicago Trust will purchase the number of full and fractional shares your investment will buy and record them in your name on Whirlpool's stock transfer books.

You may sell shares held through the Program by calling or writing First Chicago Trust. The Program Administrator will make every effort to process your order on the day it is received, provided that instructions are received before 1:00 p.m. Eastern time on a business day during which First Chicago Trust and the relevant securities market are open. The proceeds of the sale, less a transaction fee of \$15 and a brokerage commission, will be sent to you.

## 6. How will I keep track of my Program investments?

You will receive a statement confirming the details of each transaction you make. Quarterly statements will show any dividends reinvested, as well as all year-to-date activity in your account. Finally, at year-end you will receive a statement showing all transactions for the year.

## 7. How and when do I request First Chicago Trust to change my dividend reinvestment option or discontinue the reinvestment of my dividends?

You may request First Chicago Trust by telephone or in writing at any time to change your dividend reinvestment option or discontinue the reinvestment of your dividends. If your request is received by First Chicago Trust before the record date of a dividend, the change you requested will be in place for that dividend. A request to change your dividend reinvestment option, received by First Chicago Trust on or after the dividend record date, will be in place for the next dividend payment. If your request to discontinue the reinvestment of your dividends is received after the dividend record date, First Chicago Trust in its sole discretion may either pay the dividend in cash to you or reinvest the dividend toward the purchase of additional shares for your account.

## 8. What are the U.S. income tax consequences of participation in the Program?

You are responsible for any income taxes payable on your dividends, regardless of whether your dividends are paid in cash or reinvested, or both. You are also responsible for reporting any gain or loss on the sale of shares and payment of any taxes due as a result. As with all tax matters, you should contact your tax consultant for advice.

## 9. To whom do I talk if I have questions about my account?

A First Chicago Trust customer service representative will be able to assist you at 1-800-446-2617.

## TERMS AND CONDITIONS

1 First Chicago Trust Company of New York ("First Chicago Trust"), as agent for each Whirlpool Corporation ("Whirlpool") participating shareholder ("Service User") in the DirectSERVICE Investment Program ("Program"), will in accordance with each Service User's authorization:

- (a) accept certificates for safekeeping and hold them for the Service User's benefit in First Chicago Trust's nominee name;
- (b) apply all cash contributions received from an eligible Service User, less any fees and commissions, to the purchase of full and fractional shares (to three decimal places) of Whirlpool Common Stock for the Service User's account;
- (c) either:
  - (i) pay the Service User any cash dividends payable on all or part of the shares of Whirlpool Common Stock now or hereafter registered in the Service User's name and on all or part of the full shares of stock held by First Chicago Trust for the Service User's account, or
  - (ii) apply all or part of any cash dividends payable to the Service User, less any fees and commissions, to the purchase of additional full and fractional shares; and
- (d) accept orders to sell shares in accordance with the Program.

2 For the purpose of making purchases, First Chicago Trust may combine each Service User's funds (dividends and cash contributions) with those of all other Service Users. First Chicago Trust will deposit such funds promptly following receipt in an account maintained at The First National Bank of Chicago ("First National"), an affiliate of First Chicago Trust. First Chicago

Trust will make every effort to invest cash contributions it receives promptly, but in no event later than five business days after the cash contributions are received (except where deferral is necessary under applicable federal or state laws or regulations). Dividends will be reinvested promptly following receipt by First Chicago Trust, but in no event later than 30 days after receipt (except where deferral is necessary under applicable federal or state laws or regulations).

The price per share of stock purchased for each account, whether purchased with cash contributions or dividends, or both, shall be the weighted average price of all shares purchased by First Chicago Trust's broker for each aggregate order placed by First Chicago Trust. First Chicago Trust will hold, in the name of its nominee, all shares of stock purchased for Service Users and will establish and maintain the Program account records that reflect each Service User's separate interest.

3 A Service User may sell (or may obtain a certificate or certificates for) all or part of the full shares of stock credited to his or her account at any time, upon request. Requests may be made in writing or by telephone. For security reasons, telephone transactions will be recorded. All sale instructions received by First Chicago Trust will be processed promptly thereafter, and in no event later than five business days after the date on which the order is received (except where deferral is necessary under applicable federal or state laws or regulations).

In every case, the price to each selling Service User shall be the weighted average sale price obtained by First Chicago Trust's broker for each aggregate order placed by First Chicago Trust. To maximize cost savings, First Chicago Trust will make every effort to sell shares in round lot transactions. For this purpose it may combine each selling Service User's shares with those of other Service Users.

4 First Chicago Trust will cause its broker to effect purchases and sales on any securities exchange where such shares are traded, in the over-the-counter market, or by negotiated transactions, subject to such terms with respect to price, delivery, etc., as First Chicago Trust may agree.

No interest will be paid on any cash received by First Chicago Trust and held for First Chicago Trust at its affiliate, First National, pending investment. No Service User shall have any authority or power to direct the time or price at which shares may be purchased (or sold), or to select the broker or dealer through or from whom purchases (or sales) are to be made. First Chicago Trust will return any cash contribution on request of the Service User, provided First Chicago Trust receives the Service User's telephone or written cancellation of its purchase instruction not less than 48 hours before the purchase transaction is to take place. The Service User will be charged a fee for bounced checks and failed automatic deductions due to insufficient funds.

For processing certain purchase and sale instructions submitted by a Service User, First Chicago Trust will receive compensation according to the fee schedule quoted in this Shareholder Information Brochure or in subsequent notices of fee changes. Fees are subject to change at any time, in accordance with Paragraph 12 of these Terms and Conditions, upon written notification to Service Users.

5 First Chicago Trust provides insurance coverage on certificates mailed by shareholders to First Chicago Trust for safekeeping in Program accounts in certain instances as described below. To be eligible for certificate mailing insurance, certificates must be mailed in brown, pre-addressed return envelopes supplied by First Chicago Trust. Certificates mailed in this manner will be insured for up to \$25,000 current market value provided they are mailed first class. Certificates sent to First Chicago Trust should not be endorsed. First Chicago Trust will promptly send the Service User a statement confirming each deposit of certificates. First Chicago Trust must be notified of any lost certificate claim within thirty (30) calendar days of the date the certificates were mailed. To submit a claim, a shareholder must be a current Service User or the shareholder's loss must be incurred in connection with becoming a Service User. In the latter case, the claimant must enroll in the Program at the time the insurance claim is processed. The maximum insurance protection provided to the Service User is \$25,000 and coverage is available only when the certificate(s) are sent to First Chicago Trust in accordance with the guidelines described above. For information about mailing certificates to First Chicago Trust having a current market value in excess of \$25,000, contact First Chicago Trust.

Insurance covers the replacement of shares of stock, but in no way protects against any loss resulting from fluctuations in the value of such shares from the time the shareholder mails the certificates until such time as replacement can be effected.

6 Participation in the Program may be discontinued (by electing not to reinvest any dividends) by the Service User at any time by notifying First Chicago Trust. In addition, at any time, First Chicago Trust may, for any reason in its sole discretion, discontinue a Service User's participation in the Program immediately upon mailing a notice of termination to the Service User at the Service User's address of record on Whirlpool's stock transfer books as maintained by First Chicago Trust. Upon issuing a notice of termination, First Chicago Trust may refund cash contributions held pending investment. First Chicago Trust will continue to hold the Service User's shares in book-entry form unless the Service User requests a certificate for any full share(s) and a check for any fractional share. The Service User may also request the sale of all or part of any such shares upon request to First Chicago Trust. First Chicago Trust will send the Service User a check for the proceeds of the sale less applicable service fees and brokerage commission.

7 At any time, First Chicago Trust may, for any reason in its sole discretion, refuse to execute any Service User's transaction requested via telephone or facsimile and in its place require written confirmation of such a transaction request.

8 If a Service User has requested First Chicago Trust to reinvest dividends, the Service User may instruct First Chicago Trust by telephone or in writing to discontinue reinvestment at any time. To be effective for a given dividend payment, First Chicago Trust must receive notice before the record date for that dividend.

In the event a notice of termination is received or issued pursuant to Paragraph 6 on or after a dividend record date for a dividend payment, First Chicago Trust in its sole discretion may either pay such dividend in cash or reinvest it in shares on behalf of the terminating Service User. In the event reinvestment is made, First Chicago Trust may sell the shares purchased and remit the proceeds to the Service User less any fees and any brokerage commissions.

9 Although First Chicago Trust will reinvest dividends upon the Service User's request, the Service User remains responsible for any income taxes payable on such dividends. Dividends paid to First Chicago Trust on behalf of a Service User will be reported on Form 1099-div to the Internal Revenue Service, a copy of which will be sent to each such Service User.

10 A Service User will have the sole right to vote full shares held for his or her account by First Chicago Trust through the Program.

11 Any stock dividend or split shares of stock distributed on shares held by both First Chicago Trust for a Service User and by a Service User will be credited to the Service User's account, provided that such stock is of the same type, class and series as the stock held under the Program. In the event that rights are made available to subscribe to additional shares, debentures, or other securities, a Service User will have the sole right to make determinations with respect to such rights relating to shares held in its Program account. The full shares held for a Service User under the Program may be combined with other shares of the same class of stock registered in the name of the Service User for purposes of calculating the number of rights to be issued to such Service User. Dividends paid other than in cash or in additional shares of Whirlpool Common Stock shall be distributed directly to Service Users, and not credited to their Program accounts.

12 First Chicago Trust shall not be liable in connection with its operation of the Program for any act done in good faith or for any good faith omission to act including, without limitation, any claims for liability (1) arising out of failure to terminate a Service User's participation in the Program upon the Service User's death prior to receipt of written notice of death from an appropriate fiduciary, and (2) with respect to the prices or times at which shares are purchased or sold for any Service User's account. First Chicago Trust will have no responsibility for the market value of shares maintained on behalf of a Service User.

First Chicago Trust reserves the right to amend or modify the provisions of this agreement at any time by mailing a copy of such amendment or modification (that may be included with periodic Whirlpool mailings to shareholders) to the Service User. Such amendments or modifications become effective thirty (30) days after the mailing, unless a different time period is required by law.

13 The Tax Equity and Fiscal Responsibility Act of 1982 imposes certain reporting obligations upon brokers and other middlemen. As a result, First Chicago Trust is required to report to the Internal Revenue Service and the Service User any sale of shares effected on behalf of a Service User.

14 First Chicago Trust may, in its sole discretion, use a broker-dealer affiliated with First Chicago Trust to execute purchase or sale transactions. In that event, the Service User should recognize that brokerage commissions assessed in connection with those transactions will be paid to First Chicago Trust's affiliate.

15 Neither First Chicago Trust nor Whirlpool provides advice or makes recommendations with respect to Whirlpool Common Stock or any purchase or sale transaction initiated by a Service User. Any decision to purchase or sell Whirlpool Common Stock must be made by the individual Service User, based upon his or her own research and independent judgment.

16 First Chicago Trust, a subsidiary of First Chicago NBD Corporation, is a limited purpose trust company chartered under the laws of the State of New York, and is a transfer agent registered with the Board of Governors of the Federal Reserve System pursuant to Section 17A of the Securities Exchange Act of 1934. The Program accounts and securities are not insured by the Federal Deposit Insurance Corporation, the Securities Investor Protection Corporation, or similar agency.

17 The Program and the agency agreement between First Chicago Trust and each Service User, including these Terms and Conditions, shall be governed by the laws of the State of New York. The signing and mailing of the Initial Investment Form or the Enrollment Authorization Form or the initiation of a transaction, including a certificate deposit, through the Program shall constitute an offer by an individual investor or shareholder to establish a principal-agency relationship with First Chicago Trust. Acceptance shall occur in the offices of First Chicago Trust upon receipt by First Chicago Trust of such forms or requests.

18 The Program is not designed for use by institutional investors or financial intermediaries.

## The DirectSERVICE™ Investment Program For Shareholders of Whirlpool Corporation

### Minimum/Maximum Investments, Fees and Commissions

#### Minimum and Maximum Investments

- The minimum initial investment by new shareholders is \$1,000 by check or money order, or \$100 per purchase through the automatic investment feature with a minimum of 10 (ten) consecutive months.
- The minimum for additional investments by check or money order is \$100.
- The minimum for additional investments using the automatic investment feature is \$100 per purchase.
- Additional investments, including automatic investments, are subject to a maximum annual amount of \$250,000 per calendar year.

#### Administrative Services Paid by Whirlpool

- Custody services/certificate safekeeping
- Issuance of certificates
- Share transfers and gifts, by stock certificates or Program book-entry shares
- Payment of dividends, by check or automatic deposit to shareholder bank accounts

#### Fees and Commissions

**Initial Investments** — If you are not a shareholder of record the initial investment fee is \$10 plus any applicable brokerage commission, deducted from the purchase amount.

**Additional Investments** — Each additional investment by check or money order will entail a \$5 transaction processing fee, plus applicable brokerage commission. Fees and commissions will be deducted from the purchase amount.

**Automatic Investments** — \$2 transaction processing fee, plus applicable brokerage commission. Fees and commissions will be deducted from the purchase amount.

**Reinvestment of Dividends** — A transaction processing fee of 5% of the dividend amount, subject to a maximum of \$3, plus applicable brokerage commission. Fees and commissions will be deducted from the purchase amount.

**Sale of Shares** — \$15 transaction processing fee, plus applicable brokerage commission. Fees and commissions will be deducted from the proceeds derived from the sale.

**Brokerage commissions are currently 3 cents per share for purchases and 12 cents per share for sales.**

**All correspondence and inquiries concerning the Program should be directed to:**

The DirectSERVICE Investment Program  
c/o First Chicago Trust Company  
P.O. Box 2598  
Jersey City, NJ 07303-2598

Be sure to include a reference to Whirlpool in your correspondence.

**Telephone**

**Shareholder customer service, including sale of shares: 1-800-446-2617**

An automated voice response system is available 24 hours a day, 7 days a week.

**Customer service representatives** are available from 8:30 a.m. – 7:00 p.m. Eastern time each business day.

**Non-shareholders requesting Program material: 1-800-409-7442**

Available 24 hours a day, 7 days a week.

**TDD: 1-201-222-4955** Telecommunications Device for the hearing impaired.

**Foreign Language Translation Service** for more than 140 foreign languages is available to support the needs of Whirlpool's shareholders.

**Internet**

Messages forwarded on the Internet will be responded to within one business day. The First Chicago Trust Internet address is "<http://www.fctc.com>"

**E-Mail**

First Chicago Trust's E-mail address is "[fctc\\_whirlpool@em.fcncbd.com](mailto:fctc_whirlpool@em.fcncbd.com)"

July 1998