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### **WHIRLPOOL TO EXPLORE REVOLUTIONARY MAGNETIC REFRIGERATION CONCEPT** *Highly efficient, environmentally friendly with reduced noise and vibration level: this ground-breaking, new technology might change cool industry forever*

**Comerio, Varese, October 10th, 2009. Whirlpool Europe** is the principal partner of **Cambridge Ltd.** (British Company originally born as a spin-off of Cambridge University) for a project to deliver a domestic refrigerator based on "magnetic refrigeration" technology. The project that recently won funding from the UK government's agency the Carbon Trust, aims at validating a revolutionary technology that might change the way we have thought about refrigeration for the past 50 years. Magnetic refrigeration can free future refrigerators from heavy, noisy and heat-producing compressors, offering a high-efficiency, cool and gas-free solution to the industry and to millions of consumers.

Reduced-scale, laboratory testing conducted so far has proven successful and is looking very promising. The project is now moving on to a real-scale level to prove that this technology can effectively be applied to commercial products in a not-so-distant future. The project officially started in mid 2009, and is due for completion in 2012, when a prototype will be displayed during London 2012 Olympic Games.

The scientific principle behind magnetic cooling is based on the discovery that certain materials, when exposed to a magnetic field, exhibit a temperature change. When the magnetic field is removed, the materials will cool below their original temperature. Compared with gas refrigeration based on the use of compressors, this technology is more efficient and makes no use of environmentally harmful gases.

Bracken Darrell, president, Whirlpool Europe, said: "Innovation is the lifeblood of Whirlpool, especially when it goes hand-in-hand with sustainability. Whirlpool is proud of being part of this project as an industrial partner. We are also delighted with the support from the Carbon Trust. We are still in an exploratory phase, but this technology looks very promising, and we are looking forward to offering millions of consumers worldwide this major, unprecedented revolution in their own kitchen."

Neil Wilson, CEO Camfridge, said “We are delighted to be working with such an innovative company like Whirlpool, who are also the world’s leading white goods manufacturer. We are now better able to focus our product development on the needs of consumers’ worldwide thanks to both Whirlpool’s commitment to innovation and the support of the Carbon Trust”.

***Whirlpool Europe and Whirlpool Corporation***

*With around 12,000 employees, a sales presence in over 30 European countries and manufacturing sites in seven countries, Whirlpool Europe is a wholly owned subsidiary of Whirlpool Corporation. The world's leading manufacturer and marketer of major home appliances, Whirlpool Corporation has annual sales of approximately \$19 billion, 70,000 employees, and more than 69 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Bauknecht and other major brand names to consumers in nearly every country around the world. Whirlpool's European Operations' Center is located in Comerio (VA), Italy. For further information on the company, please visit the Web Site [www.whirlpoolcorp.com](http://www.whirlpoolcorp.com).*

***Camfridge***

*Camfridge aims to be the worldwide leader in the development of high efficiency gas free cooling technology for the refrigeration and air- conditioning markets. Its core technology is highly flexible and can be configured for use in many different possible packaged cooling applications. Camfridge is now engaged in development activities with key customers, leading brand manufacturers, to embed its cooling technology into their packaged cooling applications. For further information on the company, please visit the Web site [www.camfridge.com](http://www.camfridge.com)*