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Whirlpool Corp. Honored For Corporate Ethics

Benton Harbor, MI — Whirlpool Corporation has been named one of the "World's Most Ethical Companies" by the Ethisphere Institute and one of the "Top 25 Most Respected U.S. Companies" by the Reputation Institute.

The Ethisphere Institute named Whirlpool to Ethisphere's second annual World's Most Ethical Companies list. Ethisphere is a think-tank dedicated to the research and promotion of profitable best practices in global governance, business ethics, compliance and corporate responsibility.

Researchers and analysts reviewed several thousand companies in order to determine the finalists, which included a rigorous, multistep evaluation process, Whirlpool Corp. officials said, adding that Ethisphere analysts reviewed codes of ethics, litigation and regulatory infraction histories; evaluated investment in innovation and sustainable business practices; looked at companies' activities to

improve corporate citizenship; studied nominations from senior executives, industry peers, suppliers and customers; and worked with consumer action groups for feedback and rating.

In the third annual survey of U.S. consumers conducted by the Reputation Institute, Whirlpool earned a Pulse rating of 74.41, placing it 22 on a list of the largest 150 companies in the U.S. and earning Whirlpool a Top 25 ranking in reputation among measured U.S. companies. Whirlpool also ranked 18 among the top 20 companies Americans say they would recommend to others, the Benton Harbor, MI-based manufacturer said.

Reputation Institute conducts an annual online Global Pulse Survey of the general public to measure the corporate reputation of more than 1,000 of the world's largest companies within 27 countries. The companies were evaluated on seven key dimensions including products and services, governance, citizenship, workplace, innovation, leadership and financial performance.



Dario Snaidero

Snaidero USA Marks 30th Year in Business

Los Angeles — Snaidero USA, the exclusive North-American importer of Snaidero kitchen cabinets, has celebrated its 30th anniversary in business, the company announced.

Led by Dario Snaidero, Snaidero USA was established in 1978 in Toronto, Canada, as a means of importing the kitchen cabinets produced by Snaidero Rino, one of Italy's leading manufacturers of high-end kitchen cabinets.

In 1985, Dario Snaidero expanded his import business to the U.S. by moving its corporate headquarters to Los Angeles.

The company currently operates through a multi-housing division and 27 retail locations in the U.S., Canada, Mexico, Venezuela and Colombia. While being a completely independent organization from Snaidero Rino in Italy, Snaidero USA maintains direct a relationship with the Italian manufacturer as a result of Dario Snaidero's family ties.

"The strength of Snaidero USA lies in its network, composed of exclusive independent dealers, company-owned showrooms and corporate offices with more than 85 employees following all retail and multihousing operations," Dario Snaidero said.

"This type of organization allows the company to stay in close contact with the market and respond to its needs in a timely manner, in terms of both product offer and customer service."

He said the company is anticipating a positive year in 2008, despite the current downturn in housing.

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