

MEDIA ADVISORY

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Reba McEntire, Whirlpool Corporation and Habitat for Humanity Announce Plans to Build Block of Homes in One Week

Nashville Habitat for Humanity Selected as first Building Blocks location

WHAT: Country singer and television superstar Reba McEntire, together with Habitat for Humanity and Whirlpool Corporation, will share details about a joint effort to build an entire block of 10 homes in Nashville in a weeklong build this Fall. Part of the new "Building Blocks" program, the planned annual event will be hosted for the first time by Nashville Area Habitat for Humanity (NAHFH).

Whirlpool is a partner in Habitat's work around the world and designed the weeklong build to engage people from around the country to join in the effort to raise awareness about Habitat's mission and help eliminate substandard housing in the United States. Each year the program will recognize an outstanding U.S. Habitat for Humanity affiliate and its relationship with its local community by holding a weeklong build in the affiliate's community.

The 10 homes will be built Nov. 4-11, 2006 in the Providence Park area, Nashville's first all-Habitat community and quickly growing into one of the nation's largest contiguous all-Habitat community.

Whirlpool is one of Habitat for Humanity International's largest corporate sponsors and has donated a refrigerator and range to every new Habitat for Humanity home built in North America since 1999. Whirlpool plans to support every new Habitat home built globally by 2011, either through product donations, cash or home sponsorship.

Whirlpool is making an additional \$1 million commitment that will be used to build an entire city block of homes in Nashville the week of Nov. 4-10, 2006. In addition to the Building Blocks event, Whirlpool and Habitat for Humanity will continue their affiliation with Reba McEntire in sponsoring, for the third straight year, her concert tour. The "Key To The Heart" concert series will be held in Las Vegas throughout the summer to benefit Habitat.

WHEN: Friday, April 21, 2006
1:30 p.m.

WHERE: Signature Flight Support
801 Hanger Lane
Nashville, Tenn. 37217
615-361-3000

WHO:

- Country singer and television superstar Reba McEntire
- Jeff Terry, senior manager of corporate commitment, Whirlpool Corporation
- Chris McCarthy, president and CEO, Nashville Area Habitat for Humanity

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