



**NORTH AMERICA HEADQUARTERS • 600 W MAIN ST • BENTON HARBOR, MI 49022**

February 22, 2023

Dear Trade Customer,

Whirlpool Corporation is instituting a price increase, effective April 6, 2023, on a limited number of cooking products across Whirlpool Corp.'s family of brands **due to raw material cost increases driven by the global shortage of lithium**. Price sheets published at 5 p.m. on February 22, 2023, include the details around this pricing change.

Manufacturer's Suggested Retail Prices (MSRP), Minimum Advertised Prices (MAP) (for cooperative advertising purposes), and the Unilateral Minimum Retail Price (for JennAir's UMRP Policy) will increase by comparable amounts starting **April 6, 2023**. Of course, you remain free to sell and advertise at whatever prices you choose, consistent with Whirlpool and JennAir policies.

Price sheets are available on the Trade Customer website [www.WhirlpoolPortal.com](http://www.WhirlpoolPortal.com) or from your Whirlpool account representative.

- New pricing will be effective April 6, 2023, and the corresponding increases of MSRP, MAP, and UMRP, will be effective April 6, 2023. Orders placed on or after April 6, 2023, will receive the new pricing.
- Orders placed on or before April 5, 2023, that do not ship on or before June 30, 2023, will be re-priced at the new levels.

Whirlpool Corp.'s top priority remains delivering the most compelling and innovative products and services to consumers, and providing unparalleled sales support to the trade customer. Your business and continued support are greatly appreciated.

Kind Regards,

David Cichocki  
Vice President, U.S. Sales  
Whirlpool North American Region