



Continental Automated  
Buildings Association

**Your Information  
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Home & Building  
Automation**

**North America's  
Home & Building  
Automation Association**

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## WHIRLPOOL CORPORATION JOINS CABA BOARD OF DIRECTORS

December 12, 2006

The Continental Automated Buildings Association (CABA) announced today the addition of Whirlpool Corporation to its Board of Directors. CABA is a trade association that promotes advanced technologies for integrated systems and the automation of homes and buildings.

"I am gratified that Whirlpool has joined CABA's Board of Directors," stated Ronald J. Zimmer, CABA President & CEO. "With the firm's addition, CABA continues its long tradition of representation from premier household appliance manufacturers."

Carol Priefert, Senior Product Development Manager, will represent Whirlpool on CABA's board. She has more than 10 years of experience with the company and has been closely involved with educating consumers about the benefits of Internet technologies.

Priefert is author of the book Home and Family Internet Resource Guide and lectures on the topic. She is a graduate of the University of Nebraska with a BS degree in Family and Consumer Science and has taken MBA classes at Michigan State. She has worked for companies such as ED & F Mann, GE, and Merillat.

She has also played a leading role in CABA's Internet Home Alliance Research Council, a cross-industry network of leading companies engaged in collaborative research to advance the connected home space. The Alliance's research projects enables participating companies to gain important insights into the connected home space and leverage those insights into viable new business opportunities.

Recently, the Internet Home Alliance, under the lead of Whirlpool, completed its collaborative Laundry Time Pilot. Conducted in three Atlanta homes from May 30 through September 7, 2006, the study examined how Internet-connected laundry facilities could benefit household consumers.

"Laundry Time is a great tangible example of the benefit of CABA membership," states Priefert. "Through collaborative research opportunities, CABA members can evaluate their latest products and services in a highly-controlled and realistic environment."

### About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at [www.caba.org](http://www.caba.org).

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