



IMMEDIATE RELEASE

July 25, 2013

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**KITCHENAID EXTENDS PRESENTING SPONSORSHIP OF
SENIOR PGA CHAMPIONSHIP THROUGH 2018;
CONTINUES AS OFFICIAL HOME APPLIANCE BRAND OF THE PGA OF AMERICA**

BENTON HARBOR, Mich. – KitchenAid, one of America’s best-known brands of premium kitchen appliances and part of Whirlpool Corporation (NYSE:WHR), has extended its presenting sponsorship of the Senior PGA Championship, the most historic and prestigious event in senior golf. The sponsorship will extend through 2018, and KitchenAid will continue as the Official Home Appliance brand of The PGA of America.

The 75th Senior PGA Championship presented by KitchenAid will be held May 22-25, 2014, at Harbor Shores in Benton Harbor, Mich., with return visits to the Southwest Michigan site in 2016 and 2018. The Championship sites and dates for 2015 and 2017 will be announced at a later date.

“KitchenAid is one of the unique presenting sponsors in our industry that has exhibited both creativity and passion while embracing the tradition of this Championship,” said PGA of America Chief Executive Officer Pete Bevacqua. “We are very pleased to continue our relationship with KitchenAid. Golf fans and consumers will identify with the brand’s wonderful products while connecting to many of the legendary players of our sport.”

Under the new agreement, KitchenAid will have an expanded branding presence at the Senior PGA Championship to include several on-course activation locations, television broadcast commercial inventory, integration into the telecast, and an online presence with PGA.com.

“KitchenAid is thrilled to extend this sponsorship with The PGA of America,” said Deb O’Connor, Director of Corporate Partnerships. “Throughout the past three years, this unique sponsorship has enabled KitchenAid to reach and connect with premium consumers and we look forward to expanding this effort in the years to come.

Hosting this prestigious Championship for multiple years provides a great showcase of the Benton Harbor community,” added O’Connor.

Harbor Shores, in Benton Harbor, Mich. is anchored by a Jack Nicklaus Signature Golf Course and the two supporting cities of Benton Harbor and St. Joseph. Currently, a \$114 million hotel, marina, and residential real estate parcel is being developed with the hotel set to open in advance of the 2014 Senior PGA Championship.

“We are delighted to bring the Inn at Harbor Shores to the banks of the St. Joseph River,” said Jeff Noel, President of Harbor Shores. “It is on track for a late spring opening and the Senior PGA Championship presented by KitchenAid will be the perfect setting for the grand opening.”

About KitchenAid

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Over 90 years later, the KitchenAid brand now offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. To learn why chefs choose KitchenAid for their homes more than any other brand, visit www.KitchenAid.com.

About Harbor Shores

Harbor Shores is Lake Michigan’s first beach and golf resort community, just 100 miles east of Chicago in Benton Harbor/ St. Joseph, Mich. The community’s central amenity is an 18-hole, public Jack Nicklaus Signature Golf Course that offers stunning views of Lake Michigan. The 530-acre master-planned community plans to feature a full calendar of events and world-class amenities, including a marina village and river walk, restaurants and shops, deep-water marinas, a boutique hotel and spa, miles of recreational trails and rivers, and acres of parks and green space. Harbor

Shores will be home to nearly 800 residences, including charming cottages, custom homes, town homes and condominiums.

Harbor Shores, a non-profit developer, is investing in the future of Southwest Michigan and building this resort community and golf course, to be a catalyst to support ongoing economic, environmental, and social revitalization efforts. This visionary project is a public-private partnership and truly one of a kind in the country.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$17 billion in 2009, 67,000 employees, and 67 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Consul*, *Bauknecht* and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.

About The PGA of America

Since its founding in 1916, The PGA of America has maintained a twofold mission: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf. By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, The PGA enables its professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry. By creating and delivering world-class championships and innovative programs, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. As The PGA nears its centennial, the PGA brand represents the very best in golf.

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