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Timestrip plc (the “Company”)

Whirlpool adopts Timestrip Technology

Timestrip plc is pleased to report excellent progress with its strategic partnership with leading domestic appliance manufacturer Whirlpool Europe, which was announced in February. Whirlpool has now adopted Timestrip’s smart label technology as a replacement indicator in two of its domestic appliance filters.

The Company has successfully shipped orders for a six-month indicator that will be supplied with the Whirlpool Microban Antibacterial and Antiodor Filter as well as a six-month indicator for a new frost absorber used in domestic chest freezers.

In accordance with the February agreement, both companies are actively exploring opportunities to introduce the technology to a wider range of filter products and other devices sold by Whirlpool both in Europe and worldwide.

Paul Freedman, Joint CEO Timestrip Plc said: “Timestrip is clearly establishing itself as the new standard in replacement indicators for the global appliance sector. Timestrip smart labels help Whirlpool customers to change the consumable item at the right time, which maximises the efficiency of their device and strengthens their loyalty to the Whirlpool brand.”

Timestrip smart labels are now supplied as replacement indicators to Whirlpool Europe, and to Hamilton Beach/Febreze®, Hygolet, and Dryandstore® in the US. In August, the Company announced a significant contract win, also in the appliance sector, to supply the unique Timestrip technology to one of North America’s leading consumer product companies. The deal, estimated to be worth a minimum of US\$3million in revenues to the Company over the first three years, involves the integration of the Timestrip into a market leading product that is currently used in millions of homes across the world.

Enquiries:

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Whirlpool Europe

With 14,000 employees, a sales presence in over 30 European countries and manufacturing sites in seven countries, Whirlpool Europe is a wholly owned subsidiary of Whirlpool Corporation, the world’s leading manufacturer and marketer of major home appliances. Headquartered in Benton Harbor, Michigan, the corporation manufactures in 13 countries and markets products under 5 major brand names in more than 170 countries worldwide. It has an annual turnover of more than 14.3 billion dollars, 68,000 employees and almost 50 production and technological research centers globally. Whirlpool’s European Operations’ Center is located in Comerio (VA), Italy. For further information on the company, please visit the Web Site www.whirlpoolcorp.com.