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FOR IMMEDIATE RELEASE:

**KITCHENAID LAUNCHES WHITE STAND MIXER WITH PINK TRIM BAND
AS PART OF COOK FOR THE CURE**

A New Take on the Charitable Program's Icon for Those Who Want to Support the Cause without All the Pink

Benton Harbor, MI (September 15, 2008) – To encourage even more consumers to support the breast cancer movement through “Cook for the Cure®, Presented by KitchenAid,” the manufacturer is launching a new Ultra Power Stand Mixer that keeps pink, the symbol of breast cancer awareness, to a minimum. KitchenAid unveils the white Stand Mixer with a pink trim band this week; the product will be available at Target stores in plenty of time for National Breast Cancer Awareness Month. With a Manufacturer’s Suggested Retail Price of \$249.99, this model will generate a donation of \$40 to Susan G. Komen for the Cure® when a consumer purchases it and then registers the purchase on CookfortheCure.com.

“Now those who are committed to finding a cure, but aren’t crazy about the color pink can make a difference with this new statement of support,” says Deb O’Connor, senior manager of Brand Experience, KitchenAid. “In recent years, we’ve noticed a growing number of consumers who want to support Cook for the Cure®, but don’t have room for the color pink in their kitchen. With this new model, we are enabling more consumers to support the program in a way that fits their taste.”

KitchenAid has raised more than \$6 million for the fight against breast cancer through its Cook for the Cure® program and guarantees a minimum donation of \$1 million to Susan G. Komen for the Cure® in conjunction with the pink product collection for 2008. The partnership between KitchenAid and Komen for the Cure began with a donation-with-purchase promotion surrounding the pink Stand Mixer, and the collection has grown significantly within the past seven years with each pink product generating a donation of up to \$50 to Komen for the Cure.

Launched by KitchenAid in 2001 to give those with a passion for cooking a way to support the cause, Cook for the Cure® raises funds through donation with purchase programs, culinary

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auctions and events, and a grassroots initiative that encourages consumers to host their own “party with a purpose” to generate donations from family and friends. Cook for the Cure® has drawn the support of many of the country’s most celebrated chefs, including Mario Batali, Bobby Flay, Emeril Lagasse, Mary Sue Milliken, Sara Moulton, Jacques Pepin and others. For more information on the program, visit www.CookfortheCure.com.

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. From countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars, KitchenAid now offers virtually every essential for the well-equipped kitchen. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit www.KitchenAid.com.

About Susan G. Komen for the Cure®. Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested more than \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

*Based on a September 2005 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals when asked about refrigerators, ovens, cooktops, ranges, dishwashers, microwave ovens, electric mixers, blenders, food processors and toasters.

Please note: High resolution images are available via Stewart Goodbody (see contact information above).

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