



FOR THE WAY IT'S MADE.®

PRESS BULLETIN



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FOR IMMEDIATE RELEASE:

GIFTS THAT GIVE TWICE...OR MORE...FOR MOTHER'S DAY

CHICAGO (March 22, 2009) – Those looking for a Mother's Day gift that supports a worthy cause, or simply one that feeds mom's passion for cooking, should consider several gift options from KitchenAid that offer something extra with purchase.

As part of its ongoing Cook for the Cure® initiative, which has raised \$7 million for the fight against breast cancer, KitchenAid is offering a selection of pink kitchen essentials that generate donations of up to \$50 each to Susan G. Komen for the Cure®. These include everything from pink silicone spatulas and mixing bowls to 5-Quart Stand Mixers available in all pink or white with a pink trim band.

Another option is to present mom with something delicious and homemade on a serving plate that can be "re-gifted" to support the cause. A new Pass the Plate component of Cook for the Cure generates a \$5 donation every time an individually numbered Villeroy & Boch serving plate is passed to a friend or family member and registered at CookfortheCure.com/passtheplate. Priced at \$24.99, the plate is available at ShopKitchenAid.com and Villeroy & Boch stores.

Also just in time for Mother's Day, KitchenAid is offering bonus attachments by mail with the purchase of 5-Quart and 6-Quart Stand Mixers from participating retailers and ShopKitchenAid.com. A choice of Rotor Slicer/Shredder or Food Grinder, a \$49.99 value, is available free with the purchase of select 5-Quart models from March 29th through May 30th. A bonus ice cream maker attachment, a \$79.99 value, is offered with the purchase of select 6-Quart models from April 5th through May 30th. Both offers require completion of a rebate form available via retailers or KitchenAid.com.

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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. Celebrating its 90th anniversary in 2009, 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 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 2007 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals and the American Culinary Federation when asked about refrigerators, ovens, cooktops, ranges, dishwashers, microwave ovens, electric mixers, blenders, food processors, kitchen gadgets and toasters.

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