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NEW KITCHENAID STAND MIXER IS ITS LARGEST AND MOST POWERFUL EVER

CHICAGO (March 6, 2011) - KitchenAid, whose iconic stand mixer has been a "must-have" for home and professional cooks alike since its introduction in 1919, is introducing its most powerful, highest capacity stand mixer to date. The new model, offering the largest bowl lift model available for home use, features a 7-quart stainless steel bowl and the most powerful motor KitchenAid has ever offered.

"Our new stand mixer was engineered for best in-class performance and long lasting durability," notes Debbie O'Connor, senior manager of brand experience for KitchenAid. "Cooks who frequently make bread, fondant or large batches of dough will appreciate how quickly this new mixer gets the job done."

In addition to handling the stand mixer's extra large capacity, its 1.3 horsepower DC motor is not only the most powerful KitchenAid has ever offered but also the quietest. Engineering advances allow the motor to deliver more power to the bowl than previous models while using less energy and minimizing motor heat.

"Ultimately, it's about effective mixing, and this is our biggest and best mixer ever," notes O'Connor. "Its unique bowl lift design, with 'arms' that secure the bowl in place, allows for easy removal of the bowl after mixing large batches of ingredients."

Beyond offering the largest capacity in a countertop bowl lift model, the 7-quart polished stainless steel bowl has an easy to grip handle with a wide design that allows ingredients to be added with ease. A new stainless steel 11-wire elliptical whip was designed to quickly incorporate the maximum amount of air for faster results when whipping ingredients such as egg whites and heavy cream, or when making frosting and mayonnaise. Additional accessories include a metal beater and dough hook with an easy release coating.

As with all KitchenAid models, the new 7-quart version features a power hub that accommodates more than a dozen optional attachments used for everything from slicing vegetables and rolling fresh pasta to juicing fruit and grinding meat for homemade sausage.

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NEW KITCHENAID STAND MIXER IS ITS LARGEST AND MOST POWERFUL EVER/Page 2

The new 7-quart stand mixers will offer a two-year, full-replacement warranty and will be available beginning this fall at a manufacturer's suggested retail price of \$649.99. The mixers will feature a premium two-coat finish available in Medallion Silver and Black Storm.

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. Today, the KitchenAid brand 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. This year marks the brand's 10th anniversary of Cook for the Cure[®], a partnership with Susan G. Komen for the Cure[®] that has raised over \$8 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit www.KitchenAid.com or join us at <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

* Based on a 2010 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

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