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PRESS BULLETIN



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FOR IMMEDIATE RELEASE:

KITCHENAID INTRODUCES INDUSTRY'S FIRST 72-INCH COUNTER-DEPTH FRENCH DOOR REFRIGERATOR

ATLANTA (May 1, 2009) – Adding another industry first to its distinctive collection of French door refrigerators, KitchenAid has introduced a 72-inch counter-depth model that offers extra space on the inside and a sleek, built-in look on the outside. This latest configuration joins a line that already includes freestanding, counter-depth and exclusive 42-inch built-in French door refrigerators.

“Our research found that the currently available 69-inch model refrigerators don’t fully utilize the 72-inches of available height space found in many of today’s newly constructed homes,” said Debbie O’Connor, senior manager of brand experience for KitchenAid. “Our newest French door model offers those who have this space an even better option to choose from in this increasingly popular refrigerator style. Not only does our latest 72-inch model maximize space with more room inside the refrigerator, it also offers a seamless, built-in look at a gentler price.”

The French door bottom-freezer refrigerator has a narrow door swing, making it easy to maneuver in the kitchen even when multiple cooks are working in the same space. Its narrow door swing also allows for design flexibility in kitchen designs where a full door swing would be too tight. Its wide refrigerator shelves have no interior divisions, allowing significantly greater space for wider items, such as cookie sheets, baking pans and serving trays. In addition, the freezer on the bottom requires less bending, with more frequently accessed refrigerator items located higher and closer at hand.

Premium features found on the latest KitchenAid® French door model include a single-hand interior water dispenser that is strategically located to prevent interference with usable refrigerator space. A FreshChill™ Temperature Management System features three thermistors for more accurate temperature regulation helping to maintain optimal storage conditions.

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A pull-out tri-level freezer drawer with SatinGlide® wire baskets in various sizes offers flexible storage options, while an automatic ice maker with a storage bin keeps ice readily available. ClearVue™ Bins have see-through fronts on compartments and drawers for easy viewing of contents. Humidity-controlled crispers and a FreshChill™ Temperature-Controlled Deli Locker with a lower storage temperature help keep a variety of food items fresh.

An integrated design provides clean lines with an easy to read blue LED display and digital controls to set select functions such as refrigerator and freezer temperatures. Additional settings and indicators include Max Cool for maintaining the internal temperature of the refrigerator and freezer during times of excessive usage along with a Holiday/Sabbath mode that is Star-K Kosher Certified for use on the Jewish Sabbath and holidays.

The new 72-inch counter-depth French door bottom-freezer refrigerator models are available in stainless steel, black and white. Manufacturer's suggested retail prices will range from \$2,799 to \$3,099.

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.

*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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