



FOR THE WAY IT'S MADE.®

PRESS BULLETIN



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FOR IMMEDIATE RELEASE:

KITCHENAID CELEBRATES 90 YEARS OF EQUIPPING THE HEART OF THE HOME

LAS VEGAS (January 20, 2009) – KitchenAid, the iconic American brand that traces its roots to the first stand mixer in 1919 and first dishwasher in 1949, marks its 90th anniversary this year with a collection of new offerings and enhancements to its existing line of cooking and cleaning essentials. Its product line, the industry's broadest, now includes virtually everything for the well equipped kitchen, from small appliances to cookware, ranges to refrigerators, and whisks to wine cellars.

“Since its inception, KitchenAid has been recognized by both home and professional cooks alike for offering high performance and enduring style,” says Debbie O'Connor, senior manager of brand experience for KitchenAid. “While our portfolio of products has grown tremendously in 90 years, our design and engineer teams have never lost sight of the philosophy that everything we offer should make time spent in the kitchen more enjoyable.”

The KitchenAid® dishwasher, a major part of the brand's legacy and heritage, has advanced far beyond its original design. The newest models deliver best-in-class washing and drying results,* energy efficiency and the industry's lowest sound level** on the high-performance Superba® Series EQ dishwasher with advanced sound-dampening construction. In addition to its undercounter models, KitchenAid offers a collection of single and double drawer dishwashers designed to replace or supplement traditional models and provide greater versatility in placement.

Recent advances in cooking appliances, another major category in the KitchenAid legacy, include the only full-size, built-in wall ovens and free-standing ranges that combine the powerful features of both steam-assist technology and dual-fan convection cooking to make professional results possible in the home kitchen. For cooks longing for an extra burner but limited on space, the brand's 30-inch, 5-burner gas cooktops offer the advantage of five burners in a 30-inch versus traditional 36-inch configuration.

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On the newest KitchenAid® Commercial-Style cooking line thoughtful features for cooks include the most powerful burners available from any leading brand. The 20,000 BTU Ultra Power™ Dual Flame Burners can handle both the high temperatures needed for quick searing and the low temperatures required for gentle simmering. To help meet the unique needs of cooks, the newest ranges and cooktops offer powerful 18K BTU gas grill and an Even-Heat™ Chrome Electric Griddle options. A culinary ledge on new ranges and cooktops provides additional usable space at the front of the cooktop to keep utensils or ingredients close at hand.

Beyond cooking and cleaning KitchenAid offers a complete collection of refrigerators with options for any kitchen layout and design preference. Offerings in its collection include a 42-inch built-in French door model and a 72-inch counter-depth model that offers extra space on the inside and a sleek, built-in look on the outside. Premium features include a FreshChill™ Temperature Management System to maintain optimal storage conditions; a pull-out tri-level freezer drawer with SatinGlide® wire baskets in various sizes for flexible storage options; a Max Cool setting for maintaining the internal temperature of the refrigerator and freezer during times of excessive usage; a Holiday/Sabbath mode that is Star-K Kosher Certified for use on the Jewish Sabbath and holidays; and a single-hand interior water dispenser strategically located to prevent interference with usable refrigerator space.

“Being part of the ritual of cooking and sharing meals has always been a great source of pride for KitchenAid,” says O’Connor. “As we introduce our newest products, we’re mindful of our past and very excited about what the future holds.”

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.

*Among the highest MSRP models of leading premium brand dishwashers.

**Per IEC standards, normal cycle.

***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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