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PRESS BULLETIN



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FOR IMMEDIATE RELEASE:

KITCHENAID ADDS NEW MODEL TO PREMIUM BLENDER COLLECTION

CHICAGO (March 22, 2009) - With the introduction of a new premium blender carrying a suggested retail price of \$79.99, KitchenAid rounds out a collection that ranges from this newest entry to its higher end blender models available in a range of designer colors and finishes. While features and design vary among the brand's various models, all utilize a powerful motor and innovative blade design to make short work of crushing ice at any speed, according to Debbie O'Connor, senior manager of brand experience for KitchenAid.

The new model, available in classic black or white, features a generous 40 ounce glass jar, three speeds (low, medium and high) and simple, intuitive controls. Other selling points include two features not generally found in blenders at this price: specific buttons for each function, including a smoothie setting, and an automatic ice chopping feature that pulverizes ice cubes in seconds. For added safety, a locking collar and blade assembly prevents the blade from spinning if the jar is not attached.

“This model was designed for the estimated 70% of consumers who use their blenders primarily for smoothies or mixed drinks,” said O'Connor. “With such a range of features, price points and even color choices across our blender line, KitchenAid now offers a model for virtually everyone shopping in the premium category.”

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The KitchenAid blender collection includes 3-speed and 5-speed models with various finishes, colors and jar designs, from 40 to 56 ounces, at suggested retail prices of \$79.99, \$99.99, \$149.99, \$169.99 and \$179.99. A 5-speed pink model with a suggested price at \$149.99 generates a \$15 donation to Cook for the Cure®, a KitchenAid initiative that has raised \$7 million for Susan G. Komen for the Cure®.

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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