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FOR IMMEDIATE RELEASE:

KITCHENAID INTRODUCES NEW BREWER FRIENDLY COFFEE MAKERS

CHICAGO (March 14, 2010) – KitchenAid, maker of the iconic stand mixer and other stylish, hard working countertop essentials, is introducing a new generation of premium coffee makers designed to please even the most discriminating coffee drinkers. Debuting at the 2010 International Home + Housewares Show, the new collection was designed to make it easier to brew the perfect cup of coffee with features that include removable water tanks, variable brew strength settings and a flat brew basket to maximize flavor extraction from the coffee grinds.

“We learned from our research that there are many variables in the brewing process that can make a difference between average and great tasting coffee,” says Debbie O’Connor, senior manager of brand experience for KitchenAid. “Our new collection was designed with features that make it easy to maximize coffee flavor throughout the brewing process.”

Unlike built-in water receptacles on traditional coffee models which can be difficult to keep clean and often collect coffee grinds because of their proximity to the brew basket, the new KitchenAid models feature removable water tanks that are both easy to clean and fill allowing for fresh water for every pot brewed. In addition, the removable tank eliminates two traditional steps in the brewing process that many find challenging first thing in the morning: precisely filling the carafe with a specific amount of water and carefully pouring the water into the top of the coffee maker.

Flat brew baskets help maximize flavor extraction from the coffee grinds while refined shower heads provide optimum steep time. Automatic front-loading baskets allow for spill-free filling and easy cleaning. Ergonomic and user-friendly features combine for a beautiful, easy to handle design.

“These are the coffee makers you’ll enjoy using every single morning,” comments O’Connor. “Our engineers created these to brew the most flavorful cup of coffee while incorporating smart design elements that make this daily ritual simpler and more pleasurable.”

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All of the new models offer a number of additional thoughtful features including a variable strength selector allowing brewers to find the strength they love most. A newly designed plastic molded spout ensures drip-less pouring for less mess and easier use. A large clock and mode indicator now appear on a blue-light LED screen for a cleaner, easier to read look. The one-to-four cup brewing option ensures great taste, even with small pots. Stop functions, cleaning alerts, variable warming control and time since last brewed features all work to together to take the guesswork out of perfecting the ideal brew. A brew pause and serve pauses the brewing so that the pot can be removed to pour a cup and returned to continue the brewing process.

Select models also feature power loss backup and an ion exchange filter. For the most serious coffee fan, select models include stainless heat pumps, hot water dispensers and the larger capacity tanks and carafes.

Model options include makers with a 10-cup thermal carafe, a 12-cup glass carafe option, a 12-cup thermal carafe or a 14-cup glass carafe in Onyx Black or Contour Silver. These new coffee makers will begin shipping in the third quarter of 2010 with suggested retail prices ranging from \$99 to \$159.

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. Over 90 years later, 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 2010 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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