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FOR IMMEDIATE RELEASE:



NEW HUES FROM THE KITCHEN COLOR INNOVATOR

CHICAGO (March 6, 2011) - KitchenAid, the brand that has been bringing color into the kitchen since it unveiled its first colors at the 1955 Atlantic City Housewares Show, has added three new hues to its stand mixer collection. Today, KitchenAid stand mixers are available in more than 40 colors and finishes.

The latest stand mixer colors (shown above from left to right) are Antique Copper and Raspberry Ice, part of the Artisan® Design Collection featuring jewel-toned colors with a special two-coat finish; and Espresso, part of the Artisan® Series Collection. The Raspberry Ice model will help mark the 10th anniversary of Cook for the Cure®, a partnership between Susan G. Komen for the Cure® and KitchenAid that has raised \$8 million for the fight against breast cancer.

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