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PRESS BULLETIN



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FOR IMMEDIATE RELEASE:

DISHWASHER PIONEER UPS THE ANTE ON PERFORMANCE AND QUIET

LAS VEGAS (January 20, 2009) - KitchenAid, the brand that pioneered the home dishwasher, has announced its latest in a long list of appliance innovations and milestones: a dishwasher line that includes 25% better results,* energy efficiency and the industry's lowest sound level.**

“Our 2009 line reflects the KitchenAid brand's commitment to building the best dishwashers in the industry,” notes Debbie O'Connor, senior manager of brand experience for KitchenAid. “These newest models are the best we have ever engineered, offering significant advances in cleaning, quietness and energy efficiency.”

The new collection includes three unique series: top-of-the-line **Superba® Series EQ**, a core **Superba® Series**, and the **Classic Series**, all available beginning in early spring 2009.

The premium **Superba® Series EQ** lineup features the high performance EQ Wash System, which delivers the best results among leading competitors combined with the lowest sound levels in the industry. The system utilizes pressure-optimizing wash arms that provide superior, concentrated wash performance as well as a variable speed motor that automatically adjusts power based on water conditions to maximize energy efficiency while reducing motor noise.

At just 41 dBA's, there is a KitchenAid® Superba® Series EQ dishwasher in the lineup that is the industry's quietest. Featuring up to 13 unique points of sound dampening, these dishwashers eliminate noise from the motor and wash arms, while also blocking the path of noise through the dishwasher. The array of sound deadening materials ranges from insulation blankets to door shields to contain operating noises.

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“The components of this unique system are truly industry-leading,” says O’Connor. “The system is optimized not only for the quietest and most efficient operation, but also for the best performance.”

Additional premium features found on the top-of-the-line Superba® Series EQ models include the third-level Culinary Tool Rack that offers a dedicated space for cleaning hard-to-fit culinary tools and CEE Tier II energy qualification.*** Superba® Series EQ dishwashers with CEE Tier II qualification are 56% more efficient than the minimum federal energy standards, which make them eligible for energy rebates in select states. Suggested retail prices for the Superba® Series EQ will range from \$1399 to \$1599 depending on the model.

The **Superba® Series** dishwasher line includes industry-leading performance innovations along with varying features to suit individual clean-up needs. Every model in the series features the KitchenAid ProScrub® option that uses 36 targeted spray jets to provide highly effective cleaning for baked-on messes. The models also feature a powerful built-in hard food disposer that requires no manual cleaning and eliminates the need to pre-rinse dishes.

To offer increased versatility in accommodating a variety of dishwasher loads, Superba® Series dishwashers include an array of premium loading options including adjustable upper racks, a culinary caddy utensil basket, fold down rows in the upper racks, and an extra-large silverware basket. Suggested retail prices on these models range from \$749 to \$1399.

The **Classic Series** models feature four stainless steel wash arms that maximize wash coverage in the dishwasher, an industry exclusive. Suggested retail prices range from \$649 to \$1049. Features in this line, also found throughout the entire KitchenAid dishwasher line, include a 100% stainless steel tall tub; an Optimum Wash Sensor that adjusts the wash cycle to specific water conditions to maximize cleaning effectiveness and efficiency; and a dedicated heating element with a Heat Dry option that heats the tub at the end of the cycle to dry dishes for excellent dry performance.

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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.

* Combined wash and dry results of the highest MSRP models of leading premium brand dishwashers without heated dry.

**Per IEC standards, normal cycle.

***The Consortium for Energy Efficiency (CEE), a nonprofit public benefits corporation, develops initiatives for its North American members to promote the manufacture and purchase of energy-efficient products and services.

****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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