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FOR IMMEDIATE RELEASE:

KITCHENAID EXPANDS COOKTOP COLLECTION WITH NEW DOWNDRAFT MODELS

CHICAGO (April 16, 2010) – With its new electric and gas downdraft cooktops, KitchenAid is offering those who love to cook even more versatile options to choose from in the brand's cooktop collection. The latest downdraft models, available in a 30- inch gas option as well as 30- and 36-inch electric models, will begin shipping to retailers this spring,

“Our new downdraft cooktops give consumers another choice in the cooktop category that enables them to create a kitchen that suits their personal cooking styles and design needs,” says Debbie O'Connor, senior manager of brand experience for KitchenAid. “We believe time in the kitchen should be enjoyable and these cooktops provide flexible placement options that can help create a welcoming, comfortable space.”

By eliminating the need for a hood, downdraft cooktops can be placed in kitchen islands or peninsulas. These flexible placement options allow for an open kitchen design, keeping the cook connected to family and guests. Open space not taken by a large hood can be utilized for extra storage, decoration or lighting above the cooktop. A powerful ventilation system draws smoke, steam and odors directly from the cooktop, then down and out of the kitchen through ductwork, eliminating the need to raise a screen or use other ventilation lending a cleaner, more modern look to the cooking space

The 30-inch gas downdraft cooktop features four sealed burners with a variety of heat output and a two-speed 325 CFM fan. A 15K BTU professional burner accommodates cooking techniques that require extreme heat, while a 5K BTU burner can be reduced to 900 BTUs to cook food gently at low temperatures. Additional burners include 10.5K and 9.2K BTU output while infinite-heat controls that allow for many settings from high to low, insure precision for cooking a variety of dishes.

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Electric models feature a stylish pure black ceramic black surface with a hot surface indicator and durable stainless steel knobs. Both the 30- and 36-inch cooktops feature two 9”/6” double-ring round elements for accommodating differently sized cookware. Additional elements on the 30-inch model include 8-inch and 6-inch sizes. The 36-inch model has an additional 12”/9” double-ring round element for added versatility, along with a 6-inch element and a 7-inch warm zone element for keeping cooked foods warm before serving. A three- speed 400 CFM fan provides the ventilation power to handle various cooking techniques from pan searing to stir-frying.

Electric models are available in a pure black or pure black with a stainless steel trim. Suggested retail prices on the 30-inch electric models range from \$1249 - \$1349, with 36-inch models ranging from \$1399 to \$1499. Suggested retail prices on the gas downdraft model options, available in stainless steel and black, will range from \$1349 to \$1449.

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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