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FOR IMMEDIATE RELEASE:

**NEW FREESTANDING REFRIGERATORS FROM KITCHENAID:
USER FRIENDLY, FOOD FRIENDLY AND ENERGY EFFICIENT**

CHICAGO (April 16, 2010) – Improved energy efficiency, advanced displays and increased shelf space are just a few of the more noticeable changes in the newest KitchenAid freestanding refrigerators. Models joining the line this spring include a side-by-side configuration that is the brand's most energy efficient to date and a French door bottom freezer refrigerator with increased interior space and a full color LCD screen.

“Improvements on these latest refrigerator models go far beyond skin deep,” notes Debbie O'Connor, senior manager of brand experience for KitchenAid. “Cooks will find a host of food friendly features on both configurations that make it even more convenient to store ingredients and keep them at their freshest.”

The new French door bottom freezer model offers more shelf space, larger refrigerator capacity and theater LED lighting that makes food even more accessible and visible, even when fully stocked. The full color LCD screen serves several purposes. In addition to use and care information, the screen offers a kitchen timer, access to suggested ingredient substitutions and measurement conversions, and a convenient USB port for loading pictures of family and friends.

At 27 cubic feet, this French door refrigerator provides two more cubic feet of space than previous models. Shelves have been extended an additional ¾-inch to accommodate more and larger items. The refrigerator's in-door water and ice system provides filtered drinking water and allows for precise measurement of water for use in cooking and baking. Inside, a tilt-out ice door coupled with ultra fast ice making provides easy access to large quantities of ice and ensures fresh tasting ice is always on hand for get-togethers.

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With a 30% ENERGY STAR qualification, the new 25 cubic foot side-by-side refrigerator is the most efficient model KitchenAid has introduced. A flush, electronic exterior water and ice dispenser and contour doors with hidden hinges provide a stylish and seamless look in the kitchen.

For easy operation and stability, both models feature a SatinGlide™ System that uses stainless steel ball bearing rollers to allow shelves, racks and crispers to extend smoothly, even when fully loaded. For greater flexibility in storing different type of foods, individually sealed storage compartments include FreshSeal™ humidity-controlled crispers with extra gaskets for perfect sealing and humidity control. A FreshChill™ deli locker helps keep meat and cheeses at optimum temperature. An AquaSense™ In-Door-Ice® System, located inside the door, helps increase usable freezer space.

The new side-by-side model will be available in white, black, monochromatic stainless steel and monochromatic Satina at manufacturer's suggested retail prices ranging from \$1,599 to \$1,899. The French door model will be available in white, black and monochromatic stainless steel with a suggested retail price of \$2,999.

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 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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