



FOR THE WAY IT'S MADE.®

Press Contacts: Jessica Randazza
Digitas
212/610-5268
jessica.randazza@digitas.com

Debbie O'Connor
KitchenAid
269/923-3382
oconndh@kitchenaid.com

FOR IMMEDIATE RELEASE:

NEW KITCHENAID HAND BLENDERS PUT POWER AND VERSATILITY INTO COOKS' HANDS

CHICAGO (March 6, 2011) – KitchenAid, maker of the iconic stand mixer and other countertop essentials, is introducing a new collection of premium hand blenders designed to give cooks more flexibility in everything from heavy duty blending to delicate whisking. These latest additions to the KitchenAid product line, debuting at the 2011 International Home + Housewares Show and scheduled for availability in the fall, include 2-, 3- and 5-speed models carrying suggested manufacturer's suggested retail prices of \$39.99, \$59.99 and \$99.99, respectively.

“These hand blenders will prove indispensable to both advanced and aspiring cooks,” says Debbie O'Connor, senior manager of brand experience for KitchenAid. “They put an incredible amount of power and flexibility directly into the cook's hand, and conveniently allow the blender to be brought to the food instead of the other way around.”

These upright hand blenders, also referred to as immersion blenders, can reach into deep pots, bowls and containers and take on the most challenging tasks, from chopping frozen foods and blending soups and smoothies to whisking homemade vinaigrette and whipped cream.

“Even the most accomplished home cooks tell us they want appliances that will help save time, can perform many tasks, and are easy to clean,” O'Connor said. “These new hand blenders provide all of these benefits.”

All models use variable speeds to accommodate a number of cooking, food preparation and other tasks, even crushing ice for summer cocktails. Other features include high quality, lightweight design, a “soft touch” handle design, a BPA-free blender jar and lid, and an 8-inch metal shaft. All parts except the corded handle are dishwasher safe for easy cleaning.

-more-

NEW KITCHENAID HAND BLENDERS/Page 2

The 5-speed model also includes removable and interchangeable bell blades with covers, a removable pan guard, and a storage container. The interchangeable bells can perform a range of tasks from crushing, blending and chopping to whipping and frothing. The frother beater blade, which can be use for frothing milk for cappuccino or children's milk drinks, adds another level of flexibility to this versatile kitchen tool.

All models will be offered in Onyx Black and Contour Silver.

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 or join us at <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>

*Based on a 2010 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

###

NOTE TO PRESS: To download high resolution product images and view the latest press releases, please visit the KitchenAid online press room at <http://www.kitchenaid.com/flash.cmd?#/inside-kitchenaid-press-room/>