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PRESS BULLETIN



Press Contacts: Kim Roman
Digitas
212/350-7822
KRoman@Digitas.com

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

FOR IMMEDIATE RELEASE:

KITCHENAID ADDS TO COUNTERTOP APPLIANCE COLOR PALETTE

CHICAGO (March 22, 2009) – KitchenAid introduced a cheerful new Artisan® Series stand mixer color, Yellow Pepper, at this week's International Housewares Show and announced that its 12-cup food processor, 5-speed blender and 7-speed hand mixer will be available this summer in Almond Cream to coordinate with the currently available Almond Cream stand mixer.

KitchenAid pioneered color in the kitchen with the introduction of Petal Pink, Sunny Yellow, Island Green and Satin Chrome countertop appliances at the 1955 International Housewares Show in Atlantic City. As KitchenAid celebrates its 90th anniversary year, its colors have transitioned largely to names evoking flavors as much as hues, including everything from Green Apple and Gloss Cinnamon to Licorice and Tangerine.

“Yellow Pepper was inspired by three things that cooks eagerly await this time of year, summertime, farmers' markets and fresh garden vegetables,” said Debbie O'Connor, Senior Manager of Brand Experience at KitchenAid.

“Consumers choose KitchenAid products primarily for their performance, but our unique color palette is another key point of differentiation for the brand,” adds O'Connor. “Given that consumers are spending more time in the kitchen these days, and knowing that bright colors have a cheering effect, we see Yellow Pepper as an ideal color for the times, yet as timeless and classic as the mixer itself.”

An excerpt from a recent Kitchens.com article underscores the color's anticipated appeal: “With transition on the horizon, color experts have identified a need for optimism as yellow emerges as a popular color choice in 2009. Yellow both comforts and invigorates, with popular shades ranging from a bright, greenish citron to a soothing, orange-toned mimosa. As a hue found in nature, yellow also signifies a vibrant continuation of environmental awareness in design. Expect yellow to pop up in kitchen design as walls go from buttercup to bold and appliances take on striking yellow finishes.”

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KITCHENAID ADDS TO COUNTERTOP APPLIANCE COLOR PALETTE/Page 2

KitchenAid is also expanding the popular Almond Cream, currently available in its Artisan® Series stand mixer, to a broader range of products. “Almond Cream is one of our more muted colors, with a subtle appeal that’s perfect for those who don’t want to make a bold color statement,” said O’Connor. Almond Cream will be available in the 12-cup food processor, 5-speed blender and 7-speed hand mixer this summer.

Today, KitchenAid offers its iconic stand mixer in over 40 colors and finishes. Beyond the mixer, splashes of color can be found throughout the KitchenAid collection in both electric and non-electric offerings such as gadgets and utensils, cutlery, bakeware and cookware.

About the KitchenAid® Artisan® Series Stand Mixer:

The Artisan® Series stand mixer features a 5-quart capacity stainless steel bowl with a tilt-head design for easy access to the bowl and beaters. A versatile 10-speed control allows for gentle folding to high speed mixing. Its exclusive planetary mixing action offers the highest beater-to-bowl coverage in the industry and spirals the beater to 67 different touch points for more complete mixing. A multipurpose attachment hub accommodates more than a dozen optional attachments, each tapping the mixer’s powerful motor to perform a different function, from grinding meat and slicing vegetables to rolling out and cutting pasta dough and making ice cream. The Artisan® Series stand mixer is available in over twenty colors and finishes with suggested retail prices ranging from \$349.99 to \$529.99 for the Custom Metallic® Series.

About the KitchenAid® 12-cup Food Processor:

The 12-cup model food processor features generous capacity and an exclusive 4-cup mini bowl with its own mini blade. Two feed tubes, one that accommodates long food items with minimal sectioning and another narrow tube that is perfect for single carrots and celery, help to maximize chopping efficiency. In addition to a multi-purpose stainless steel blade, its accessory set includes a fine slicing disc, a medium slicing disc, a medium shredding disc and a dough blade. As with all KitchenAid food processors, 12-cup models feature a powerful induction motor, a smooth Clean Touch™ control pad, a rounded body with no crevices to trap ingredients, and a heavy duty base designed for stability, durability and quiet operation. In addition to Almond Cream, the KitchenAid 12-cup Food Processor is available in Chrome, Empire Red, Onyx Black and White with a suggested retail price of \$249.99.

KITCHENAID ADDS TO COUNTERTOP APPLIANCE COLOR PALETTE/Page 3

About the KitchenAid® 5-Speed Blender

Beyond being the most powerful premium blenders available, they feature a unique dishwasher safe polycarbonate pitcher that is ultra lightweight, scratch-resistant, stain-resistant and virtually unbreakable. The sturdiness of the blender is enhanced by a solid die-cast metal base and 0.9-horsepower motor. At 56 fluid ounces, its polycarbonate pitcher provides generous capacity and features contours in the pitcher design that help direct ingredients into the blade for fast and thorough blending. A soft, inner grip on the pitcher handle offers comfortable, nonslip control. The blenders are available in an assortment of KitchenAid signature colors and metallic finishes including the new Almond Cream, Blue Willow, Buttercup, Chrome, Empire Red, Gloss Cinnamon, Metallic Chrome, Onyx Black, Pear, Silver Metallic, Tangerine and White. Suggested retail prices: \$129.99 to \$179.99 depending on the finish.

About the KitchenAid® 7-Speed Hand Mixer

Powerful and quiet, the hand mixer features 7 speed electronic digital controls with Clean Touch™ design for easy cleaning. A Soft Start® function and two slow stir speeds provide better control for mixing while an electronic mixing sensor ensures a steady speed when mixing thick or heavy ingredients. The 7-speed hand mixers are available in the new Pear, Blue Willow, Empire Red, Onyx Black, and White with a suggested retail price of \$79.99.

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.

*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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