



FOR THE WAY IT'S MADE.®

PRESS BULLETIN



Press Contacts: Lisa Lochner
Lifetime Brands
516/740-6723
lisa.lochner@lifetimebrands.com

Kim Roman
Digitas
212/350.7822
KRoman@Digitas.com

FOR IMMEDIATE RELEASE

KITCHENAID ADDS NEW CUTLERY AND GADGETS TO NON-ELECTRICS COLLECTION

CHICAGO (March 22, 2009) - KitchenAid's line of non-electric kitchen gadgets and cutlery now includes several new and exciting products. Created to meet the desires of busy consumers, these new products all share exceptional design, ease of use, convenience and good value.

The Santoku is one of the most essential knives for chopping, slicing and dicing, and KitchenAid improves on its Asian-style knife by giving it a protective sheath. The **KitchenAid® Santoku Knife with Magnetic Sheath**, now available at retail, features a magnetic sheath that protects the blade, offers the knife safe storage and makes the knife portable. The Santoku knife features a triple-riveted handle with full tang construction and a durable forged blade made from high-carbon stainless steel. The Santoku Knife with Magnetic Sheath Set contains a 4½-inch Santoku with a sheath and a 3½-inch Santoku with a sheath for a suggested retail price of \$19.99.

KitchenAid has added yet another innovative idea to its cutlery collection: The **KitchenAid® 17 Piece Fine-Edge Forged Cutlery Set with Built-In Sharpener** takes the guesswork out of sharpening knives. This new knife set features a sharpener built right into the natural wood block to make sharpening quick and simple. In addition to the block, the set includes an 8-inch chef knife, an 8-inch slicing knife, an 8-inch bread knife, a 7-inch and a 4½-inch Santoku, a 6-inch chef knife, a 5½-inch serrated utility knife, a 3½-inch paring knife, six steak knives, kitchen shears and a sharpening steel. The suggested retail price for the 17 Piece Fine-Edge Forged Cutlery Set with Built-In Sharpener is \$99.99.

If you want knives with lots of style and high performance, look no farther than the new **KitchenAid® 15 Piece Cutlery Set with Side-Tang Handles**. The side-tang handles are perfectly weighted for balance and control with an ergonomic design for comfort during cutting. The blades, crafted from high-carbon stainless steel, offer superior strength and durability as well as the proper thickness for an exceptional kitchen performance.

-more-

KITCHENAID ADDS NEW CUTLERY AND GADGETS TO NON-ELECTRICS COLLECTION/Page 2

The sleek block features a unique modern design and a Silverite finish that works well with the stainless steel accents in many of today's kitchens. The set includes an 8-inch chef knife, a 7-inch Santoku knife, a 5½-inch serrated utility knife, a 3½-inch parer, a 4½-inch utility knife, six steak knives, kitchen shears, a sharpener and a knife block, plus a 5-inch Santoku. The suggested retail price for the **KitchenAid® 15 Piece Cutlery Set with Side-Tang Handles** is \$129.99.

KitchenAid makes it easier to accurately measure dry and liquid ingredients with its new **KitchenAid® Easy-View Measuring Cup**. With an impressive 4-cup capacity, the Easy View features a stepped interior that allows measurements to be read from above and on the sides of the cup. The easy-to-read measure marks are provided in both standard and metric units, and the cup features a soft nonslip handle. The Easy-View Measuring Cup is dishwasher safe and available at a suggested retail price of \$9.99.

KitchenAid now has a wide variety of graters available at retail stores, including the **KitchenAid® Cup Grater**, the **KitchenAid® Fine Grater/Zester** and the **KitchenAid® Medium Grater**. The **Cup Grater** features sharp stainless steel blades and a clear container with lid for convenient storage. This handy tool includes both fine and coarse blades — ideal for grating hard cheeses and chocolate — and features a soft nonslip bottom. The two blades, the lid and the container stack for easy storage. Available in red, black or pink, this dishwasher-safe kitchen essential has a suggested retail price of \$12.99.

The **Fine Grater/Zester** and the **Medium Grater** offer continuous grating capability in two directions with unique microserrated stainless steel blades. The Medium Grater is ideal for grating hard cheese and vegetables, while the Fine Grater/Zester easily handles everything from grating ginger, nutmeg, chocolate and hard cheeses to zesting citrus fruits. The Fine Grater/Zester features a grater attachment that slides on easily to hold small foods securely and to keep fingers clear of the cutting surface. Both graters are dishwasher safe. Currently available, the Fine Grater/Zester and the Medium Grater have suggested retail prices of \$12.99.

Lifetime Brands, Inc. is a leading designer, marketer and distributor of household cutlery, kitchenware, cutting boards, pantryware, bakeware, dinnerware, flatware, tableware, cookware, and bath accessories, lighting and hardware. Marketing its products under various well-known brand names, Lifetime Brands's products are distributed by almost every major retailer in the United States.

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.