



FOR THE WAY IT'S MADE.®

Press Contacts: Kim Roman
Digitas
212/350-7822
kim.roman@digitas.com

Lisa Travnik
Digitas
212/822-4522
lisa.travnik@digitas.com

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

FOR IMMEDIATE RELEASE:

KITCHENAID INTRODUCES PRO LINE® KITCHEN APPLIANCES

CHICAGO (April 16, 2010) – In the market for kitchen appliances that echo the look and feel of professional equipment without the hard-edged, industrial appearance and high energy demands of restaurant grade gear? If so, consider the new Pro Line® Series from KitchenAid, designed to provide both premium performance and professional styling that feels right at home in residential kitchens.

“More and more home cooks are drawing inspiration from professional chefs, cooking shows and great restaurant experiences,” notes Debbie O’Connor, senior manager of brand experience for KitchenAid. “This new line gives home cooks a way to cook and feel more like a professional without going overboard on power consumption or compromising on the aesthetics that make for a warm, inviting kitchen.”

Aside from premium performance and features, a key element of the line’s professional style appeal is a newly designed handle featured across all appliances that reflects the heft and sturdiness of professional kitchen equipment, notes O’Connor.

Available this fall, the new stainless steel line includes three range models, a refrigerator, dishwasher and microwave hood combination. Prices have not been announced.

Range options include 30-inch slide-in gas, electric and duel fuel models. All models feature ovens with the Even-Heat™ True Convection System. This true convection system has a hidden oven element and an innovative bowtie shaped design that promotes better circulation and more even air flow from the convection element throughout the oven cavity for consistent temperature management and even cooking on all racks. An EasyConvect™ Time and Temperature Conversion System converts conventional times and temperatures to their convection equivalents.

-more-

KITCHENAID INTRODUCES PRO LINE® KITCHEN APPLIANCES/PAGE 2

All the ranges have warming drawers to help keep cooked food and plates warm for serving. A temperature probe is included to measure the internal temperature of dishes such as meat and poultry. Gas and dual fuel models have a powerful TripleTier® burner with output ranges from 600 to 15,000 BTUs while electric models feature a two double-ring round elements and a double-ring oval element to accommodate a variety of cookware sizes.

The counter depth configuration of the new line's French Door bottom mount refrigerator combines the professional look of a built-in with the ease of installation of a freestanding model. It features 22 cubic feet of easily accessible space and a single-hand interior water dispenser that is hidden from view yet provides quick, easy access to filtered water.

Rounding out the line are a 30-inch, 1,000-watt microwave hood combination and 4-cycle dishwasher with a fully integrated console that hides all controls from view for a clean, professional look.

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.

###

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