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FOR IMMEDIATE RELEASE:

NEW KITCHENAID ELECTRIC WATER KETTLE OFFERS ENHANCED ELECTRONIC TEMPERATURE AND WATER LEVEL INDICATOR

CHICAGO (March 6, 2011) – With the introduction of its first electric water kettle, KitchenAid is offering a convenient consumer solution for keeping track of both the water temperature and the water level even when the kettle is removed from the base. The new KitchenAid Artisan Water Kettle, with modern electronic water level and temperature indicators on the kettle, will debut today at the International Home + Housewares Show.

“We found that beyond simply needing hot water quickly in a portable kettle, consumers wanted a way to easily gauge both the temperature and the water levels when the kettle wasn’t on the base,” notes Debbie O’Connor, senior manager of brand experience for KitchenAid. “Not only does our kettle deliver this with easy to read electronic indicators, it also offers several thoughtful features that make it a must-have for anyone who appreciates the versatility and convenience electric kettles offer.”

In addition to its easy to read blue-lit water level window and temperature indicator, the kettle features an electronic temperature setting with variable settings and an audible alert when the desired temperature has been reached. The powerful KitchenAid Artisan kettle can quickly bring water up to its boiling temperature with the Quick Boil setting.

Additional features include a 30-minute keep warm setting for continuous available warm water and an audible indicator when there is too little or too much water in the kettle. A convenient hinged lid with a wide opening is simple to fill and clean while a removable scale filter is easily removed for cleaning. Other user-friendly features include a soft grip handle for easy gripping and minimal slippage along with a 360-degree kettle rotation on the base for easy replacement of the kettle back to the base from any angle.

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Available beginning late summer in brushed stainless steel, the KitchenAid Artisan Electric Kettle will be available at a manufacturer's suggested retail price of \$99.99.

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. Today, the KitchenAid brand 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. This year marks the brand's 10th anniversary of Cook for the Cure[®], a partnership with Susan G. Komen for the Cure[®] that has raised over \$8 million to help find a cure for breast cancer. 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.

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