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PRESS BULLETIN



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FOR IMMEDIATE RELEASE:

NEW ARCHITECT™ SERIES COLLECTION JOINS KITCHENAID SMALL APPLIANCE LINE

BENTON HARBOR, MI (September 15, 2009) – KitchenAid, a brand favored by professional and home cooks alike for 90 years, is introducing a new collection of premium small appliances. The Architect™ Series collection, available in a Cocoa Silver finish, will include stand mixers, blenders, hand mixers and food processors.

“Our new Architect Series combines the high performance consumers have come to expect from KitchenAid with a new finish that complements our major appliance line of the same name” notes Debbie O’Connor, senior manager of brand experience for KitchenAid. “Its rich, warm Cocoa Silver finish was created with input from design and color experts to also work with virtually any kitchen décor.”

Architect™ Series Stand Mixers

The Architect™ Series will include the iconic KitchenAid stand mixer in a tilt-head, 5-quart and bowl-lift, 6-quart model. The tilt-head design features easy bowl access and can accommodate eight to nine cups of flour. The professional style bowl-lift design accommodates 12-14 cups, enough to make up to 13 dozen cookies or eight loaves of bread. A three quart stainless steel bowl, ideal for mixing smaller batches of ingredients, is included with select models. As with all KitchenAid stand mixers, these latest models feature a power hub that accommodates more than a dozen optional attachments that can be used to make everything from pasta and sausage to juice and ice cream. Suggested retail prices for the Architect Series stand mixers, which are currently available, range from \$349.99 to \$499.99.

Architect™ Series Food Processor

The latest KitchenAid food processors feature a three-in-one food chute with a wide mouth design that helps save time and effort in food preparation. It easily accommodates tomatoes, cucumbers, potatoes and other large food items with a minimum of pre-sectioning or slicing, as well as more slender ingredients from carrots to pepperoni. Food processor options available in the Architect Series collection include a model with 12- and 10- cup work bowls and a model featuring an additional 4-cup mini-bowl with its own blade for smaller tasks. The model featuring two work bowls includes two slicing discs (2mm and 4mm) and a 2 mm shredding disc; a dough blade for mixing and kneading yeast dough; a specially shaped silicon spatula to easily remove

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food from the bowls and blades, and an accessory storage box. In addition to offering the same accessories and blades as the two-bowl model, the three-bowl model also includes a French fry disc, citrus press and an egg whip. Additional features found on the Architect Series food processors include 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.

Currently available, the manufacturer's suggested retail price on the two-bowl model is \$269.99. Available beginning December, the manufacturer's suggested retail price for three-bowl model will be \$329.99.

Architect™ Series Blender

The Architect Series blender features a powerful 0.9-horsepower motor, a 48 ounce glass pitcher with measurement markings and 5 speeds, including an ice crush option. Contours in the pitcher design help direct ingredients into the blade for fast and thorough blending. A soft, inner grip on the pitcher handle offers comfortable, nonslip control. The sturdiness of the blender is enhanced by a solid die-cast metal base and steel-reinforced coupler. The blenders will be available in October at a manufacturer's suggested retail price of \$129.99.

Architect™ Series Hand Mixers

Hand mixers in the new collection will be available in 6-, 7- and 9-speed models. Both powerful and quieter, these latest hand mixers feature an easy-to-read electronic digital control with a Soft Start® feature to help prevent spattering of ingredients. A smooth, Clean Touch™ control pad offers touch control speed operation as well as easier cleaning and wiping down of the mixer. A lockable swivel cord makes mixing easier for both left and right hand users, while a non-tip heel rest helps minimize counter messes when mixing is paused. All mixers include stainless steel Turbo Beater™ accessories and a stainless steel liquid blender rod attachment, convenient for blending smoothies, shakes or vinaigrettes right inside the serving vessel. Select models include a stainless steel Pro Whisk for easily whipping everything from cream to egg whites and dough hooks for kneading bread dough. Currently available, manufacturer's suggested retail prices on the hand mixers will range from \$59.99 to \$89.99.

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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