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

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

FOR IMMEDIATE RELEASE:

**NEW FRENCH DOOR REFRIGERATOR FROM KITCHENAID:
USER FRIENDLY, FOOD FRIENDLY**

LAS VEGAS (Jan. 19, 2010) – Contoured doors, chrome details and a full color LCD screen may be among the more noticeable changes to its new French Door bottom freezer refrigerator, but improvements over previous models go far beyond skin deep, according to KitchenAid.

The new bottom freezer model offers more shelf space, larger refrigerator capacity and advanced LED lighting that makes food even more accessible and visible, even when fully stocked, notes Debbie O'Connor, senior manager of brand experience for KitchenAid.

“This is by far the most user friendly and food friendly KitchenAid refrigerator ever,” says O'Connor. “We've added more space to our refrigerators while making it even more convenient for cooks to store their ingredients and keep them at their freshest.”

The LCD screen serves several purposes. In addition to use and care information, the screen offers a kitchen timer, access to suggested ingredient substitutions and measurement conversions, and a convenient USB port for loading images.

At 27 cubic feet, the new refrigerator provides two more cubic feet of space than previous models. Shelves have been extended an additional ¾” to accommodate more, and larger, items.

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The refrigerator's in-door water and ice system provides filtered drinking water and allows for precise measurement of water for use as a cooking and baking ingredient. Inside, a tilt-out ice door coupled with ultra fast ice making provides easy access to large quantities of ice and ensures fresh tasting ice is always on hand for get-togethers.

For greater flexibility in storing different type of foods, individually sealed storage compartments include a pantry compartment with an independent temperature control and a crisper with extra gaskets for perfect sealing and humidity control.

Thicker materials and smooth, heavy duty gliding mechanisms provide an added measure of the heft for which KitchenAid is known.

The new refrigerator will be available starting in April at a suggested retail price of \$2,799.

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 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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