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NEW KITCHENAID® DISHWASHERS: QUIET AND QUIETER

BENTON HARBOR, MI (June 27, 2011) – For some, the sound of a dishwasher at work is a reassuring reminder that dishes are being cleaned while hands are staying dry. For others, any non-human sound in the kitchen is an unwelcome intrusion.

In designing its current dishwasher line, KitchenAid kept both camps in mind. Those who believe silence is golden can opt for its top-of-the-line Superba® Series EQ model with advanced sound dampening technology. This model, with suggested retail prices of \$1,699 to \$1,749, operates at 40 decibels in the normal cycle, equivalent to the hushed sound of a library. Those who place less of a premium on near absolute silence can opt for other high-performance, energy efficient KitchenAid models starting at \$699.

“All of our dishwashers are quiet, but 40 decibels is beyond quiet,” notes Deb O’Connor, senior manager of brand experience for KitchenAid. “Anything quieter than that would be hard for the human ear to even notice.”

The updated collection of more than a dozen under counter dishwashers from KitchenAid features a host of advancements and style options, from industry leading washing and drying performance to a chrome-accented, recessed Ultra Handle reminiscent of 1940's models.

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From a performance standpoint, KitchenAid dishwasher models deliver 25 percent better combined wash and dry results compared with the highest priced models of leading premium brands (as tested without the use of a rinse aid). Key performance features include a ProWash™ Cycle that employs a sensor to determine the appropriate wash cycle during the pre-rinse and adjusts for best cleaning performance; a ProScrub® Option that uses 36 powerful spray jets to deliver concentrated cleaning for stubborn messes; and a ProDry™ option with a dedicated drying system for ensuring dishes are dry at the end of the wash cycle.

Certain models also offer a built-in water softener system, which can make a big difference under certain circumstances, according to O'Connor.

"Built-in water softening is particularly timely given that detergent manufacturers are removing phosphates that optimize hard water's ability to clean dishes, and cities are increasingly cutting back on water softening in their water supplies," notes O'Connor. "And as those living with hard water know, unsoftened water can stain and leave mineral deposits on dishes and glassware."

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.

* 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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