

KitchenAid®

FOR THE WAY IT'S MADE.®

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FOR IMMEDIATE RELEASE:

KitchenAid Marks Holidays with Limited-Edition, Hand-Painted Stand Mixers

BENTON HARBOR, Mich (December 6, 2012) - For the first time in its nearly hundred-year history, KitchenAid will offer hand-painted, limited editions of its iconic stand mixer for the holiday season. These special models— individually created, numbered and signed by world class graphic artist Dean Loucks— are currently available at <http://www.shopkitchenaid.com/custommade> for \$1,899. Orders placed by December 10 will be guaranteed for delivery by December 24.

“As a functional and enduring work of art, each of these meticulously hand-painted stand mixers is designed not only to be seen, appreciated and talked about, but used in creative ways for many years to come,” notes Beth Robinson, senior brand experience manager for KitchenAid. “As the ultimate version of what many consider the ultimate culinary essential, we expect it will be on many holiday wish lists.”

The six original designs include Leopard, Snow Leopard and Noir Leopard; a zebra-striped Serengeti model; a floral-inspired Golden Petal design; and Shimmer, featuring the artist’s signature blue flowers.

The limited edition stand mixers will be offered on the brand’s tilt-head model featuring 10 mixing speeds and a five-quart capacity glass bowl with measurement markings. Like all KitchenAid® stand mixers, they come equipped with a flat beater, dough hook and wire whip, as well as the brand’s unique power hub that accommodates over a dozen optional attachments from a pasta roller to a food grinder.

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

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includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. Cook for the Cure®, the brand's partnership with Susan G. Komen for the Cure® is now in its eleventh year and 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>.

About Artist Dean Loucks

Dean Loucks' passion is to create art that quickly catches the eye yet makes a lasting and perpetually fresh visual statement. His exclusive designs for the custom made stand mixers can only be found on shopkitchenaid.com. To learn more about his inspiration for each Custom Made stand mixer click here <http://www.shopkitchenaid.com/custommade>.

* Based on a 2012 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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