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FOR IMMEDIATE RELEASE

NEW PREMIUM BLENDER OPTIONS FROM KITCHENAID

CHICAGO (March 10, 2012) - The brand that has consistently earned high marks from leading consumer publications for its high performance blenders is expanding its collection with a powerful new die cast model and new color options.

The new KitchenAid blender, scheduled to begin shipping in May 1, 2012 will be available in Empire Red, Espresso, Onyx Black and Silver Metallic at a suggested retail price of \$149.99. Key features include a sleek, elevated base with heavyweight die cast metal construction and a virtually indestructible, 56-oz. one-piece BPA-free pitcher.

KitchenAid also announced that its popular KSB560 blender model will now be available in 16 colors and finishes with the addition of Crystal Blue, Espresso and Majestic Yellow. Models in these new colors will be available beginning in April 2012 at a suggested retail price of \$129.99.

“Our blenders offer performance equaling and often exceeding that of blenders selling for more than twice the price,” notes Beth Robinson, senior brand experience manager for KitchenAid. “Our newest model features the power and unique design innovations that have made the KitchenAid brand a top choice in this category.”

KitchenAid premium blenders have a powerful .9 horsepower motor with Intelli-Speed® motor control that maintains an optimal blending speed based on the thickness of ingredients. Designed to promote fast, thorough and consistent blending, the automatic Soft Start® technology is another smart feature that pulls ingredients into the blade rather than spraying them away from it.

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A sharp, patented blade with thick tines is aligned on four different planes, while a unique pitcher with special contours forces contents to move up, around and down.

Modes on the blender include a Crush Ice function that uniformly crushes a tray of ice in seconds, along with Stir, Chop, Puree, Liquefy and Pulse options. The pitcher is dishwasher safe and can be placed vertically in a standard dishwasher. The base features a smooth Clean Touch™ control pad with no cracks or crevices to trap ingredients.

“Our blenders were designed to make easy work of every blending task, from making salad dressings and smoothies to pureeing sauces,” says Robinson. “And with a range of styles and colors to choose from they can add a stylish accent to any kitchen countertop.”

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. 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>.

* 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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