

KitchenAid®

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FOR IMMEDIATE RELEASE:

NEW KITCHENAID® PRO LINE® SERIES CORDLESS HAND BLENDER OFFERS MORE OF A GOOD THING

CHICAGO (March 4, 2013) – With the introduction of its new Pro Line® Series cordless hand blender, KitchenAid offers even more flexibility in a multi-tasking kitchen tool that has migrated from professional kitchens to become a favorite among in-the-know home cooks. Designed to handle a range of cooking tasks quickly and portably, the brand’s new cordless model features a powerful 12V rechargeable lithium-ion battery that provides optimal runtime with consistent power.

“The cordless hand blender represents the best-in-class performance found in our Pro Line® Series,” notes Beth Robinson, senior manager of brand experience for KitchenAid. “The powerful, rechargeable lithium-ion battery in our cordless models runs with consistent power throughout the duration of the battery life and its light weight doesn’t add the unwanted heft that can make some cordless blenders difficult to handle.”

As versatile as corded models but easier to maneuver, the cordless model from KitchenAid features the industry’s first interchangeable bell blade assemblies. Three interchangeable blades, including an S-shaped, Multipurpose and Frother/Beater blade, simply twist off and on from the blending arm and require no additional tools for use. The blades can handle everything from emulsifying ingredients for homemade hollandaise sauce to pureeing cooked vegetables like broccoli and cauliflower directly in the pot to create a delicious homemade soup. An additional whisk attachment quickly whips egg whites or cream; a chopper attachment easily produces a quick batch of homemade pesto or homemade graham cracker crust.

Removable eight- and 13-inch blending arms offer additional flexibility for blending in deeper pots, bowls or pitchers. An included one-liter capacity BPA-free pitcher (about 4 cups) is handy for both blending and storing everything from smoothies to milkshakes. A removable pan guard fits on any of the bell blade assemblies and helps protect cookware from being scratched. Covers for each bell blade enable safe storage, and a soft grip, non-slip handle features a patented design for comfortable and controlled handling.

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An included storage case helps keep all components organized when not in use. The new Pro Line® Series cordless blender will be available in Medallion Silver in April 2013 at a suggested retail price of \$349.99.

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. 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 twelfth year and has raised over \$9 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit KitchenAid.com or join us at Facebook.com/KitchenAid and Twitter.com/KitchenAidUSA.

* 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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