

KitchenAid®

Kim Roman
Digitas
212.350.7822
kim.roman@digitas.com

Jill Sciuto
Digitas
646.735.7582
jill.sciuto@digitas.com

Beth Robinson
KitchenAid
269.923.4770
beth_1_robinson@kitchenaid.com

FOR IMMEDIATE RELEASE:

NEW KITCHENAID® HAND MIXERS EASILY POWER THROUGH HEAVIER LOADS

CHICAGO (March 5, 2013) – KitchenAid, the brand that consistently earns top ratings for its hand mixers, is introducing new 7- and 9-speed models designed for heavier mixing and enhanced ease of use. These latest models join a collection that includes 5- and 6-speed models in a range of colors.

“The breadth of hand mixer options in the KitchenAid collection and the powerful performance they deliver is unrivaled,” notes Beth Robinson, senior manager of brand experience for KitchenAid. “And we recently brought the production of our hand mixers back to the U.S. from China, so like our iconic stand mixers, all of our hand mixers are now assembled in our Greenville, Ohio plant.”

Designed for power and efficiency, KitchenAid hand mixers feature a DC motor that adjusts power to the consistency of the load to turn through double batches of cookie dough and mashed potatoes without stalling. Redesigned stainless steel beaters are larger, heavy duty and dishwasher safe. An easier to read display uses white LEDs for better visibility with all speeds clearly indicated. Both the eject and speed select buttons are larger to simplify handling.

For added versatility, an additional 16-tine stainless steel Pro Whisk on all models makes short work of whipping ingredients like egg whites or whipped cream. Nine-speed models also include a stainless steel dough hook to handle kneading heavy dough and a blending rod that can quickly whip up a smoothie or shake.

All the latest 7- and 9-speed KitchenAid hand mixers feature a slow start on every speed to prevent splatters. A soft touch handle provides better control and comfort, while a locking swivel cord prevents interference when mixing.

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The new hand mixers will be available in April in Contour Silver, Empire Red, Onyx Black and White. Nine speed models will also be available in Candy Apple Red, Espresso and Medallion Silver. Suggested retail prices will range from \$79.99 to \$109.99.

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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