

KitchenAid®

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FOR IMMEDIATE RELEASE:

KITCHENAID® PRO LINE® SERIES HONORED BY INTERNATIONAL DESIGN COMMUNITY

CHICAGO (March 5, 2013) – Design judges from Ambiente, the world’s largest consumer goods fair, recently awarded appliances from the KitchenAid® Pro Line® Series collection with a “KitchenInnovation of the Year®” designation including the 16-cup food processor with commercial style dicing; the cordless hand blender with rechargeable lithium ion battery and 2- and 4-slice automatic toasters. In addition, the Pro Line® Series 1.5L electric kettle earned an Ambiente 2013 Best-of-Best Golden Award, making it the top pick of all entrants in the small electrics category.

These honors are the latest of many accolades from the international design community since the Pro Line® Series was introduced last year.

“Our designers and engineers set out to develop a collection that combines best-in-class performance with a bold and distinctive design,” notes Beth Robinson, senior manager of brand experience for KitchenAid. “These awards, together with the enthusiastic response the collection has received among trade customers and consumers, confirm that they succeeded.”

Additional awards and recognition for the Pro Line® Series appliances include: the 2013 Housewares Design Awards (Finalist- 2-slice toaster); 2013 Housewares Innovation Awards (Finalist- 7qt. stand mixer); Spark 2012 International Design Awards (Bronze Winner for 2- and 4-slice toasters and Finalist for the 5-speed hand blender); 2012 Good Design Awards (2- and 4-slice toasters and 5-speed hand blender); and the 2012 International Design Excellence Awards (Finalist- 5-speed hand blender).

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The full portfolio of Pro Line® Series products now includes a 16-cup food processor with commercial style dicing, cordless hand blender with rechargeable lithium ion battery, 7-quart bowl lift stand mixer, 1.5L electric kettle and 2- and 4-slice automatic toasters.

Inspired by the Streamline Modern design movement of the 1930s, the iconic details of the Pro Line® Series collection combine timeless design, hefty die-cast materials and powerful performance with intuitive controls.

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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