



FOR THE WAY IT'S MADE.*

Press Contacts: Kim Roman
Digitas
212/350-7822
kim.roman@digitas.com

Debbie O'Connor
KitchenAid
269/923-3382
oconndh@kitchenaid.com

FOR IMMEDIATE RELEASE

THREE WAYS TO CELEBRATE MOM AND TAKE A STAND AGAINST BREAST CANCER

BENTON HARBOR, Mich. (April 26, 2011) – A decade after introducing the now-famous, soft pink Stand Mixer that helped raise millions for the fight against breast cancer, KitchenAid has launched a new, hotter pink model celebrating the 10th anniversary of Cook for the Cure, its philanthropic partnership with Susan G. Komen for the Cure, the leader of the global breast cancer movement. Together with the original pink version and a white model with pink trim band, this bold, eye-catching Raspberry Ice Stand Mixer brings to three the number of choices for celebrating moms, and celebrating the cause, with this enduring Mother's Day gift.

Available exclusively at Williams-Sonoma, the 5-quart KitchenAid® Artisan® Series Stand Mixer in Raspberry Ice features a metallic finish and glass bowl, and carries a manufacturer's suggested retail price of \$399.99. The 5-quart pink model, with a non-metallic finish and stainless steel bowl, is available at retailers nationwide and via ShopKitchenAid.com at a manufacturer's suggested retail price of \$349.99. The 4.5-quart Cook for the Cure® Stand Mixer in white with pink trim band is available at select retailers, including Lowe's and Amazon.com, at \$299.99 MSRP. All models can be equipped with more than a dozen optional attachments for making everything from pasta and sausages to ice cream.

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. This year marks the brand's 10th anniversary of Cook for the Cure®, a partnership with Susan G. Komen for the Cure® that has raised over \$8 million to help find a cure for breast cancer. In connection with the Cook for the Cure® program, KitchenAid will donate a minimum of \$450,000 to Komen in 2011. 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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