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New KitchenAid® French Door Refrigerators Keep Ingredients Fresher Longer With Advanced Food Care System

BENTON HARBOR, Mich (August 16, 2012) - Marking the latest in a long history of appliance innovation, KitchenAid has introduced new freestanding French door refrigerators that utilize a system of cutting-edge advancements to help extend the storage life of both fresh and frozen ingredients. These latest models join a collection of freestanding side-by-side models available with its Preserva® Food Care System, designed to control the humidity, ethylene gas and odors that can rob foods of their freshness.

"The notion that the freshest possible ingredients are the foundation for a great recipe has long been a mantra of both professional chefs and passionate home cooks," notes Beth Robinson, senior manager of brand experience for KitchenAid. "Our new French door refrigerators make it easier to follow this basic principle by keeping everything from fruits, vegetables and herbs to ice cream and frozen pie dough at their best."

The Preserva® Food Care System offered in the new French door models was engineered to control the storage life of refrigerated and frozen foods by addressing three key issues that are essential for food preservation: humidity, ethylene and odors. Sequential dual evaporators provide independent cooling to help prevent refrigerator air from mixing with freezer air. This allows for the higher humidity needed to maintain fresh ingredients in the refrigerator while keeping humidity out of the freezer compartment to minimize freezer burn. In addition, separate evaporators prevent any strong refrigerator odors caused by foods like onions or fish from seeping into the freezer.

To tackle ethylene, a gas that can hasten the ripening of fruits and vegetables, the new models offer two interchangeable humidity-controlled crispers with a FreshFlow™ Produce Preserver in one of the crispers. The ethylene-absorbing FreshFlow™ Produce Preserver helps delay over-ripening by up to 25% in commonly purchased produce. In addition, the crispers are humidity-controlled automatically based on the amount and types of foods being stored. A one-piece mesh layer on the front edge of the crisper automatically adjusts for humidity depending on the amount of moisture it absorbs, eliminating the need to manually adjust a slider or electronic control.

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“Certain fruits and vegetables like apples and avocados produce ethylene gas, which speeds up the ripening process, while others like broccoli, leeks and spinach are sensitive to ethylene,” notes Robinson. “Our interchangeable drawers, with automatic humidity-controlled crispers and an ethylene-absorbing cartridge in one drawer, offer a simple solution to help maintain the maximum freshness of different foods by allowing them to be stored separately.”

To reduce common food odors, a FreshFlow™ Air Filter uses activated carbon that is 15 times more powerful than baking soda. A Temperature-Controlled Pantry Drawer allows for different foods to be stored at the optimal temperatures and has four settings: Fresh Meat (32° F), Party (36° F), Deli (39° F), and Wine (41° F). The drawer can also be customized between 32° F – 41° F to accommodate a range of foods.

Additional premium features found on the French door models include a Slide-Away SpillClean™ Shelf that enables the front half of the shelf to slide underneath the back half to accommodate bottles and tall carafes. Convenient, removable door bins are dishwasher safe and easily transportable to the counter or table when preparing or serving food. ClearVue™ LED Theater Lighting in both the refrigerator and freezer feature 11 LED lights that gradually ramp up to provide a clear view and reduce shadows. A Luminesse™ Interior Design features die-cast aluminum and stainless steel accents on shelves, storage bins and crispers that reflect the LED lights.

In the freezer, a three-tier freezer drawer system provides easy access and organization for frozen foods with a SatinGlide® Max System for smooth movement, even when shelves are fully loaded. An In-Door Pizza Storage feature at the front of the freezer easily accommodates packaged foods while an adjustable bin located at the bottom of the freezer, ideal for storing frozen treats like ice cream, can be moved left or right depending on storage space needs. A Whisper Quiet® Plus Cooling System keeps operating sound levels at a minimum.

An ice and water dispenser is integrated within the door and features responsive, light-touch controls with a measured fill that dispenses a select amount of water in ounces, cups or liters. Additional controls on the exterior include Temperature, Max Ice, Max Cool and Sabbath Mode. The Max Cool setting offers the option of dropping the refrigerator and freezer temperatures to their lowest settings

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during high-use times when the doors are being frequently opened. The Max Ice option speeds ice production over a 24-hour period. The AquaSense™ In-Door-Ice® System, thoughtfully located in the refrigerator door, provides more usable storage space with a bin that can be easily removed for serving.

All Preserva® Refrigerators are ENERGY STAR® qualified, with most in the collection exceeding ENERGY STAR® efficiency standards by 10%.

The new KitchenAid® freestanding French door standard-depth models are available in monochromatic stainless steel, white and black at suggested retail prices ranging from \$2,799 to \$2,999.

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 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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