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KITCHENAID TO SHARE CENTER STAGE AT SOUTH BEACH WINE & FOOD FESTIVAL/Page Two

New KitchenAid products that will be used in chef demonstrations and displayed in the Festival's Grand Tasting Village include a 7-Quart KitchenAid® Stand Mixer, the largest, most powerful and best performing ever offered by the brand, as well as an impressive French Door Bottom Freezer Refrigerator. KitchenAid brand's newest color, Crystal Blue, will join Green Apple, Majestic Yellow, Tangerine and nearly 50 other hues available in various models of its food processors, hand blenders and other small appliances.

As in past years, KitchenAid will auction off Stand Mixers signed by celebrity chefs to raise funds and awareness for Cook for the Cure®, a partnership with Susan G. Komen for the Cure® that has raised more than \$8 million for the cause over the past decade.

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>.

The Food Network South Beach Wine & Food Festival presented by FOOD & WINE, is produced by Florida International University and Southern Wine & Spirits of Florida with the support of the Miami Beach Visitors & Convention Authority and the Miami-Dade County Department of Cultural Affairs.

For more information about the Festival, visit www.sobewineandfoodfest.com or call 877-762-3933. For more information about Florida International University visit www.fiu.edu, for the School of Hospitality and Tourism Management visit www.hospitality.fiu.edu and for more information about Southern Wine & Spirits visit www.southernwine.com.