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PRESS BULLETIN

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FOR IMMEDIATE RELEASE:

NEW OUTDOOR COLLECTION FROM KITCHENAID BRINGS SERIOUS COOKING AND ENTERTAINING TO THE OUTDOORS Grill Features Include Dual Timers and Fuel Indicator

BENTON HARBOR, MI (March 19, 2009) – KitchenAid, the brand that has been offering cooks thoughtfully designed, high performance appliances for 90 years, is introducing a new outdoor collection created to make entertaining beyond the kitchen even easier and more enjoyable. At the forefront of the new collection, scheduled for availability in the fall, are powerful built-in and freestanding grills incorporating such unique conveniences as dual timers and a fuel time remaining indicator.

“Our latest grills deliver everything a serious grill aficionado could want, plus some unique extras that are especially helpful to those just starting out, like two separate timers, an automatic shut-off and a fuel time remaining indicator, all designed to enhance the outdoor cooking experience by removing unnecessary guesswork,” notes Debbie O’Connor, senior manager of brand experience for KitchenAid. “These latest features, along with our warming drawer, adjustable warming rack, side burners, and rotisserie, allow cooks to easily multitask without sacrificing the end result.”

In addition to 27-, 36- and 48-inch freestanding and built-in grills, the new collection offers everything for creating a complete outdoor kitchen, including powerful built-in side burners, warming drawers with a slow cook function, grill canopy hoods, a refrigerator, ice maker, built-in refreshment center, a sink with a top or bottom mount option, a single on/off lever faucet, built-in trash and utility drawers and access doors for built-in grills. Options for built-in side burners include a new power burner with output ranging from 5,000 BTU to 50,000 BTU, a single infrared sear burner, and double 18,000 BTU side burners with either side-by-side or front-to-back configurations.

A unique user interactive LED system provides outdoor cooks with further control for both timing foods on the grill and tracking cooking fuel. This system includes Flame Time™, a timer that will shut the grill off based on a specific time set; a Fuel Time Remaining indicator that audibly and visually indicates when fuel is low and specifies the cooking time left with remaining fuel; and an easily programmable independent digital timer that can be used simultaneously with Flame Time™ for tracking several different dishes at once.

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All grills feature the unique KitchenAid Even-Heat™ system with 22,500 BTU stainless steel burners, angled sear plates and dense grate patterns for consistent heat over the entire grill surface. Also standard on all models is a smoker box and a rotisserie kit. For slow roasting, all 48-inch models feature double 10,000 BTU infrared rotisserie burners; the 27- and 36-inch models include a single 15,000 BTU infrared rotisserie burner. A 23,000 BTU infrared sear burner found on select 36- and 48-inch models provides the heating power to perfectly sear even the thickest cuts of meat.

Additional design elements that enhance the outdoor cooking experience include a new hood assist feature that alleviates the weight of the grill hood so that it can be easily opened and closed with one hand. Other highlights found throughout the collection that cooks will appreciate include a built-in thermometer on the grill lid's exterior for gauging internal grill temperatures; adjustable interior warming rack; and hot surface ignition for easy and dependable lighting.

An electric warming drawer, featuring a unique slow cook function that can be used to cook side dishes or help keep cooked food warm, is available on select 48- and 36-inch size freestanding grill models or as a built-in option. A Flare-Up Management System found on all models effectively channels dripping oils and grease away from burners to help reduce flare-ups and messes. Removable drip trays and a pull-out tank drawer simplify cleaning of the grill's interior and installation of propane tanks.

Other thoughtful design elements include BBQ tool and towel hangers, foldable shelves and large, commercial-style casters, two of which can be locked, for easy maneuvering. The grill is delivered pre-assembled and ready for hook-up.

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. Celebrating its 90th anniversary in 2009, the KitchenAid brand now 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. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit www.KitchenAid.com.

*Based on a September 2007 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals and the American Culinary Federation when asked about refrigerators, ovens, cooktops, ranges, dishwashers, microwave ovens, electric mixers, blenders, food processors, kitchen gadgets and toasters.

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