

KitchenAid®

Kim Roman
Digitas
212.350.7822
kim.roman@digitas.com

Jill Sciuto
Digitas
646.735.7582
jill.sciuto@digitas.com

Beth Robinson
KitchenAid
269.923.4770
beth_l_robinson@kitchenaid.com

FOR IMMEDIATE RELEASE:

NEW KITCHENAID DISHWASHER COLLECTION IS INDUSTRY'S BEST PERFORMING

BENTON HARBOR, Mich (February 25, 2014) - KitchenAid has a compelling proposition for those considering a new dishwasher. Not only does the brand offer 16 models with several different style and performance packages, but testing has found that its dishwashers provide the best combined washing and drying results of any leading premium brand*.

“KitchenAid dishwashers have always been known for washing performance,” said Beth Robinson, senior manager of brand experience for KitchenAid. “But when tested using a rinsing aid, as we recommend, our dishwashers outperform the competition in drying as well.”

Models with the brand’s optional ProDry™ feature utilize a specially designed fan to further optimize drying, adds Robinson.

“From precise cleaning performance to flexible loading options and details like tines spaced for maximum water flow between dishes, our engineers have designed our new dishwasher collection to anticipate the needs of home cooks and exceed their expectations,” notes Beth Robinson, senior brand experience manager for KitchenAid.

Features that enhance cleaning performance found throughout the line include a simple, one-touch ProWash™ Cycle that optimizes water and energy use for efficient cleaning by automatically making real-time adjustments to the cycle. A dedicated drying system with a Heat Dry Option combined with a stainless steel interior tub helps ensure dry dishes at the end of the cycle. Featuring an 850 dual-watt recessed heater, it efficiently heats water during the wash cycle while also pulsing on and off at appropriate intervals when drying. Additional cycles found in the line include an Express Wash Cycle for handling smaller, lightly soiled loads and a Rinse Only Cycle convenient for quickly rinsing dishes in a half-full dishwasher not yet ready to be run.

- more -

NEW KITCHENAID DISHWASHER COLLECTION IS INDUSTRY'S BEST PERFORMING/Page 2

"In addition to our range of cycles, our new collection offers an advanced approach to cleaning dishes with a variety powerful options designed to further enhance performance based on specific needs," notes Robinson. "Combined with details like sliding tines to accommodate a variety of different dishes, fold down shelves with stemware holders and a third level utensil rack they help dishes get their cleanest."

A ProScrub® Option eliminates the need to soak or pre-scrub items with baked on food by using 40 powerful spray jets to concentrate cleaning power. The new ProScrub® Trio Option provides 50% more coverage with targeted wash action compared to previous models by incorporating the 40 spray jets for targeted wash action in both the upper and lower racks with two concentrated spray zones in the upper rack to tackle deeper or oddly shaped items. For added convenience, a 2-4-8-Hour Delay Wash option allows the dishwasher to be set to start at later time. Those who want to get dishes as clean as possible can opt for a model with the Sani-Rinse Option which heats the final rinse water to 155°F.

Additional premium features found on the new models include the versatility to lay entire rows of tines flat as well as the ability to slide lower rack tines from left to right to accommodate various sized dishes, pots and pans. On the upper rack, two rows of tines can be adjusted in two positions enabling water to reach and clean deep or narrow dishes. A third-level utensil rack provides another loading option to accommodate spatulas, ladles, and extra silverware. For cleaning specialty cooking tools, overflow silverware, and other items that need to be secured a Culinary Caddy® Utensil Basket attaches to the corner of the lower rack and provides convenient space for these items. An adjustable upper rack accommodates tall plates on the lower rack when necessary and the SatinGlide® Max System features dual channels and dual ball bearings that allow the upper rack to effortlessly move in and out even when fully loaded.

All dishwashers offer an efficient filter-based wash system with quiet performance ranging from 39 to 46 dBA with built-in sound insulation systems that include sound dampening components for the motor and sound deadening insulation to help maintain a quiet home environment. All models are also ENERGY STAR® Qualified and one model, featuring an innovative AquaSense™ Recycling System that uses water from the last rinse cycle to pre-rinse the next cycle uses 33% less water. Both the inner tub and lower wash arms are made of stainless steel to help withstand the test of time by resisting streaks, stains, and odors.

NEW KITCHENAID DISHWASHER COLLECTION IS INDUSTRY'S BEST PERFORMING/Page 3

Style options include four distinct handle designs: the sleek Architect® Series II handle, a more commercial Pro-Line™ handle and a chrome-accented, recessed Ultra handle. Panel choices include white, black, or stainless steel for most models as well as a panel-ready model designed to accept custom panels and handles. All dishwashers feature 6 cycles (ProWash™, Tough/Heavy Duty, Normal, Light, Express Wash/One Hour Wash, Rinse Only) with models offering packages with 5, 6 or 7 additional options. Scheduled to be available in February, the suggested retail price of the new KitchenAid® dishwashers will range from \$849 to \$1,849.

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 www.KitchenAid.com or join us at <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

*Combined wash and dry results of leading premium brands, dry testing conducted with rinse aid.

** 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.

###

TO PRESS: To download high resolution product images and view the latest press releases, please visit the KitchenAid online press room at newsroom at <http://news.kitchenaid.com/>.