

Kenmore Elite® Ovation Stand Mixer Breaks The Mold: Revolutionary Design Enables Home Chefs To Keep Mixing, Minus The Mess
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Kenmore Elite Ovation Stand Mixer Brings True Innovation to the Category with "Pour-in Top" Limited Quantity Now Available for Pre-Sale Exclusively on Sears.com

HOFFMAN ESTATES, Ill., May 23, 2018 /PRNewswire/ -- Today, the Kenmore brand, in keeping with its rich history of home appliance innovation, introduced a breakthrough design for the stand mixer category. The Kenmore Elite Ovation 5-quart stand mixer features a patented and revolutionary "pour-in top" design that allows cooks to add ingredients directly into the mixing bowl without stopping the mixer, providing time-saving convenience. Combined with a 360-degree splash guard, Ovation ensures those ingredients stay in the glass mixing bowl, without splattering on kitchen countertops.

"Kenmore Elite Ovation could be the most innovative small kitchen appliance in the past 20 years," said Tom Park, president of Kenmore, Craftsman and DieHard brands at Sears Holdings. "Our research shows that home chefs were frustrated with how difficult it is to add ingredients to traditional stand mixers. Ovation's sophisticated, elegant design and performance is nothing short of amazing – and could be displayed in a museum of contemporary art."

Starting today, a limited quantity of the Kenmore Elite Ovation stand mixers are available for pre-order at sears.com/ovation - priced at \$449.99. Also, as an exclusive for Shop Your Way members, the first 500 members who pre-order Ovation will receive \$100 CASHBACK in points*. Available in Metallic Gray and Burgundy, products will be shipped to customers in July.

"We are excited to offer the latest in Kenmore innovation, the Ovation, at Sears to our members who have a passion for cooking and baking," said Leena Munjal, Chief Digital Officer at Sears Holdings. "Kitchen enthusiasts and home chefs who tested the Kenmore Ovation thought it was not only an incredibly functional appliance, but also a beautiful addition to their kitchen. Pre-order this new breakthrough stand mixer starting today at sears.com/ovation. And the first 500 Shop Your Way members who pre-order Ovation will receive \$100 CASHBACK in points*."

For decades, adding ingredients to traditional stand mixers presented challenges for home chefs, requiring them to tilt the entire motor up to gain access to the bowl. Now, with Ovation's 'pour-in top' design, cooks can keep mixing without the mess. So baking with help from younger kids becomes more about the cooking and less about the clean-up.

The idea for Ovation came when a Kenmore product designer and his daughter were making waffles using a traditional stand mixer and she asked, 'dad, why can't we just pour the ingredients right in the middle?' The talented Kenmore industrial design team then ran with the idea, solving the engineering challenges to perfect the 'pour-in top' design.

The Kenmore Elite Ovation also features:

- Industry leading 5 year limited warranty
- 10 speeds driven by 500 watts of power to effortlessly whisk, whip, knead, and more
- A high capacity 5-Qt. glass bowl and lid with an exclusive LED light for clear visibility
- A tilt and glide feature for easy mobility on countertops
- Exclusive accessories include: egg separator and grater, splash guard, easy-pour funnel, wire whisk, dough hook and flat beater
- Lift handle for easy in-bowl access
- Exclusive cookbook with 15 Kenmore recipes in-box

The Kenmore Elite Ovation stand-mixer makes a perfect wedding gift, housewarming gift or a stylish upgrade to any home chef's kitchen. For more information and to see videos of the Kenmore Ovation in action, go to sears.com/ovation.

*Members get \$100 CASHBACK in points for the first 500 items sold of the new Kenmore Elite Ovation stand mixer at Sears. Points will be awarded in \$25 increments on the 30th of each month for 4 months after the item is shipped. Points valid for 30 days from receipt. Max \$100 in points per member. Online only. By accepting Shop Your Way® member benefits and offers, you agree to the Shop Your Way terms and conditions, available at www.shopyourway.com/terms. Members earn points on qualifying purchases, excluding sales taxes and other fees. Extra points are inclusive of, and not in addition to, any base points earned on qualifying purchases. When extra point offers are combined, total points earned will be less than the combined point totals for each individual offer.

About the Kenmore Brand

The Kenmore Brand is an industry leader in delivering trusted performance in the home with smart and stylish appliance innovations that help consumers do things quicker, easier and better. Recognized as a top appliance brand for over 100 years, the Kenmore brand continues to give consumers more time, efficiency and improved results for better living, with industry-leading products across small and large appliance categories. For more information, visit www.kenmore.com, www.cookmore.com/press-kit/ or www.facebook.com/kenmore.

About Sears, Roebuck and Co.

Sears, Roebuck and Co., a wholly owned subsidiary of Sears Holdings Corporation (NASDAQ: SHLD), is a leading integrated retailer providing merchandise and related services and is part of Shop Your Way, a social shopping experience where members have the ability to earn points and receive benefits across a wide variety of physical and digital formats through shopyourway.com. Sears, Roebuck offers its wide range of home merchandise, apparel and automotive products and services through Sears-branded and affiliated full-line and specialty retail stores. Sears, Roebuck also offers a variety of merchandise and services through sears.com and specialty catalogs. Sears, Roebuck offers consumers leading proprietary brands including Kenmore, Craftsman, and DieHard -- among the most trusted and preferred brands in the U.S. The company is the nation's largest provider of home services, with nearly 12 million service and installation calls made annually. For more information, visit the Sears, Roebuck website at www.sears.com or the Sears Holdings Corporation website at <http://searsholdings.com/>.

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