

Miele Canada Taps into Lowe Roche as AOR for Brand Positioning and Advertising

*Toronto-based Maverick appointed to handle public relations with
Wills & Co. to handle media buying*

TORONTO, ON – June 23, 2008 – Miele Canada, the German-based maker of premium, state-of-the-art appliances, has appointed award-winning advertising agency Lowe Roche as its Agency of Record. Lowe Roche was awarded the account along with public relations partner, Maverick and media buying specialists Wills & Co., following a competitive review involving more than 27 agencies. Miele based its final decision on the creative and strategic thinking shown by the top three short-listed agencies in response to a case study.

"During the search process for our Marketing Agency partner, we saw some great agencies and witnessed terrific work," said Kelly Lam, Director, Marketing, Miele Limited. "Our customers know that the Miele brand is based on innovation and quality. Just as important is the fact that Miele is about family, and in the end, this played a large part in our final decision. Lowe Roche, Maverick, and Wills & Co. showed the greatest synergy as a collective group and coupled with the chemistry they had with our team, resulted in them topping our list and we are delighted to have these world-class agency partners join the Miele family," added Lam.

As lead agency and AOR, Lowe Roche will be responsible for positioning the Miele brand, and developing related advertising and marketing campaigns to showcase the company's wide range of exceptional consumer and commercial grade appliances by highlighting their state-of-the-art design and engineering aesthetic. Some of Miele's high-quality appliance innovations include vacuum cleaners, laundry systems, dishwashers, built-in ovens, the all new MasterCool refrigeration series, cooking surfaces, ventilation hoods, steam ovens, and the revolutionary built-in coffee systems. Additionally, the Miele Professional division offers commercial laundry, commercial dishwashing, laboratory glassware washers, and medical and dental washer-disinfectors.

"Our agency has had a rich history of working with leading German brands, and we could not be more proud to be picked by Miele to help them revolutionize the appliance industry in Canada," said Geoffrey Roche, founder and chief creative officer, Lowe Roche Advertising Ltd. "Miele is just the kind of client we look for: bold, visionary and entrepreneurial in how they run their business. This is another great win for us," he added.

Working closely with Lowe Roche and Miele Canada, MAVERICK Public Relations will provide ongoing strategic communications counsel, as well as raise awareness and profile of the Miele brand and products through national trade and consumer media relations, and a variety of industry and consumer initiatives. Rounding out the agency partner list, Wills & Co. has been appointed to handle all media services in Canada, and will use both traditional and non-traditional media placements.

About Lowe Roche

Lowe Roche has been one of Canada's top creative agencies since Geoffrey Roche opened the agency in 1991. The agency has won over 1,000 creative and results awards and recently dominated the 2007 Digital Marketing Awards with 13 awards in total. Lowe Roche specializes in developing 360 degree integrated brand campaigns for clients such as Audi, Boston Pizza, Bel Cheese, Nestle Purina, Johnson & Johnson, Nestea and Stella Artois International. Highly creative work for these clients helped to catapult Lowe Roche into winning Marketing Magazine's 2007 Agency of the Year Award. For more information, visit: www.loweroche.com.

About Maverick Public Relations

Maverick is an award-winning, full-service PR firm based in Toronto with reach across North America. The agency's client list includes blue chip clients from several sectors including consumer marketing, healthcare, entertainment, telecommunications, technology and travel and leisure. For more information, visit: www.maverickpr.com.

About Wills & Co.

Toronto-based Wills & Co. is a media planning and buying agency which uses the term "message disseminators," to describe its services. The agency optimizes media's role for a variety of clients, including Virgin Mobile, the Institute of Chartered Accountants of Ontario, Rubbermaid, and Ontario Toyota Dealers. For more information, visit: www.willsandco.ca.

About Miele

Long considered a household name in Europe and worldwide, Miele has exploded onto the scene in Canada with its sleek design, superior engineering and unparalleled service. Founded in 1899 on a promise of "Immer Besser", a German phrase meaning "forever better," Miele has distinguished itself in the appliance market by continuing to offer a record number of major innovations as well as a deep belief in nurturing their network of dealers. As the world's largest family-owned and operated appliance company, Miele is immovably committed to the highest quality, performance and environmental standards. Consumers wishing to learn more about Miele can call 1-800- 565-6435 or visit www.miele.ca.

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