

## Miele Canada Sets New Course in Retail Appliance Industry

*From installation and service to pricing and warranty, leading appliance maker Miele embarks on the most aggressive retail strategy in Canadian history*

**TORONTO, ON – September 22, 2008** – Miele (Canada) Limited, the maker of premium, state-of-the-art appliances, today unveiled a new business model that will dramatically shift the way the appliance manufacturer interacts with customers and retailers.

The first of its kind in Canada - and in the appliance industry- the unique Miele Chartered Agent system (MCA) focuses on providing the best possible customer experience by having Miele directly support all customer interactions, from payment and delivery, to installation and service.

“Miele is making a bold move to change the way appliances are purchased in Canada,” said Jan Heck, President, Miele (Canada) Limited. “The MCA model brings us closer to our customers and ensures that Canadians receive consistent communication, quality service and fair pricing from Miele directly. As a premium mainstream brand, it’s very important that we control all customer-facing processes.”

In this new model, retailers become authorized Miele Chartered Agents and leave the manufacturer to handle every aspect of the customer experience from the moment the appliance is purchased, all the way through the product’s long lifespan. “Being able to responsibly communicate and interact with customers directly is a brand’s greatest asset which we will now be able to do to solidify the Miele brand in Canada for both us and our Miele Chartered Agents,” explains Kelly Lam, Director of Marketing, Miele (Canada) Limited.

To ensure a consistent brand experience, Miele-branded boutiques will be showcased across all retail agents in Canada. In addition to product education, retailers will now inform consumers of the new MCA model and process sales orders through the manufacturer’s Web-based system. From there, Miele will contact the customer within 24 hours to confirm the purchase, answer any questions, and arrange for delivery and installation.

“We’re the only company in Canada with our own service department,” added Heck. Every appliance is delivered using Miele branded trucks and installed by a fully-Miele dedicated service team. In addition, the manufacturer has introduced a national Toronto-based contact centre equipped with bilingual agents who are available to answer and address any customer inquiries 7 days a week, from 9:00 a.m. to 12:00 a.m.

For more information, please contact:

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Retail agents will also no longer burden the headaches associated with inventory and product supply since Miele has opened three new warehouses (Vancouver, Calgary and Montreal) and hired a team to support this new system.

Long time Miele retail partner, Caplan Appliances is a great supporter of the new business model. As general manager Robert Caplan puts it: "This is an innovative program to match the innovation of Miele appliances."

For Caplan, the MCA system will allow his sales team to direct all their energy and resources on what they do best - educating customers on the benefits and features of Miele appliances. "The consumer will appreciate the consistency of their Miele purchase, as the manufacturer puts the same quality into their product as they do their delivery, installation and service."

"This provides the customer with consistency from store to store," added Caplan. "In essence, this new system is truly going to continue to position Miele as an industry trailblazer and solidify its place in the market."

To promote the MCA launch in Canada, Miele is offering the biggest promotional campaign in the appliance industry, with the world's first 10 year manufacturer's warranty on Miele washing machines and 5 year manufacturer's warranty on all Miele kitchen appliances including dish washers until December 31, 2008.

"The MCA model speaks to Miele's brand innovation which aims to be 'Immer Besser' ('Forever Better')," said Heck. "We're the first in Canada to push the retail appliance environment to focus on the customer and provide the best quality, service, delivery and warranty in the industry."

## 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](http://www.miele.ca).

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