

Miele receives multiple 'best brand' awards

Miele is Germany's best product brand

2009 has got off to a good start for Miele: 'Best brands' awards show how high the Miele brand is held in consumers' esteem. In the 'Best product brand' category, Miele was awarded first place. A further accolade followed in the form of a third place in the 'Best company brand' category.

The highly coveted 'best brand' award was presented this year for the sixth time in succession. These awards are based on a comprehensive market survey performed by GfK Market Research. This poll is designed to gauge quantitative brand strength as well as the attractiveness of the brand and to assess the most successful brands with respect to their ability to meet future challenges. A special feature in this case is that a representative study and not a jury decided on the winners.

In the 'Best product brand' category, Miele occupied first place and also excelled in the 'Best company brand' category (3rd. place). 'We are extremely happy and pleased with such an illustrious prize, not least as this time we are on the podium for our performance in two categories. We view this commendation as confirmation of the *Forever better* philosophy which our company has put into practice through generations, says Dr. Reinhard Zinkann, Co-proprietor and Managing Director of Miele & Cie. on this double success. Continuing, he added: 'The 'best brand' award endorses our claim to quality and our continual pursuit of technical perfection'.

In order to determine the 'Best product brand', GfK first assessed the share of market of just under 200 of the best-known brands from 30 branches covering fast-moving consumer goods and consumer durables. This involved collating information on success indicators such as market share, price premium and customer loyalty from the GfK ConsumerScope individual panel covering 21,500 consumers, the GfK textile panel spanning 7,000 households, the GfK non-food trade panel with 3,000 outlets and GfK car market statistics between October 2007 and September 2008.

To assess a brand's 'share of soul' rating, interviews over the telephone were held with selected consumers throughout Germany in October and November 2008. These were questioned on the attractiveness of brands which had previously been identified as the most successful. The aspects assessed were brand confidence, brand identification, the willingness to pay a premium for a branded product and quality. The best product brand was selected by bringing together a brand's success in terms of generating revenue with softer assets as reflected in a brand's appeal to consumers.

For more information, please contact:

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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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