

For immediate release:

Miele Limited-Edition Chocolate Laundry Makes Worldwide Debut in Canada

*Fashion meets function as state of the art washer and dryer lets you care for
your garments in style*

Vaughan, ON – February 11, 2009 – Following a long tradition of superior products, Miele launches its limited-edition Chocolate Laundry exclusively to the Canadian market today. This marks the first time the Miele laundry system has ever been produced in a colour anywhere in the world since the company built its first laundry machine in 1899.

A growing colour trend in home decor, the deep rich chocolate shade of Miele's exclusive new limited-edition laundry combines the best of both function and style. While still maintaining the time-honoured quality and innovation of Miele laundry, Miele Limited Edition Chocolate Laundry allows for effortless integration into today's contemporary design-savvy homes adding a touch of luxury to the laundry room.

"We are really proud to have the world exclusive of the Miele Limited-Edition Chocolate Laundry here in Canada," said Jan Heck, President of Miele Canada. "Miele has already proven to be the leader in quality and innovation of garment care, and now we are proud to offer our consumers a tasteful colour alternative to demonstrate their personal style."

While the colour is new, the Miele Limited Edition Chocolate Laundry still delivers the innovation that Miele's laundry collection is best known for. Miele washing machines have a patented honeycomb drum, engineered to not only clean clothes better, but also to make clothes last longer by reducing fabric strain and wear. This, combined with intuitive Touchtronic controls which allow you to easily select the right program for various textiles, results in professional cleaning for all kinds of garments, whether it be sweatshirts and jeans, or silk blouses and cashmere sweaters.

The Miele laundry collection is Energy Star certified and features special sensors that determine the size of the load, adjusting water volume accordingly and allowing even small loads to be washed with limited energy and water. The high-quality dryers feature internal heaters that sanitize laundry and keep whites bright, while the large door, angled drum and LED lighting make loading and unloading easy and convenient. Combined with its signature CareCollection laundry detergents, Miele offers a complete care system for any colour or fabric.

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For more information, please contact:

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Miele's Limited Edition Chocolate Laundry pair is available in two model options: W4800-CB washer and T9800-CB dryer (Miele Pricing - \$3,495/pair), and W4840-CB washer and T9800-CB dryer (Miele Pricing - \$3,995/pair). As an added bonus, Miele will provide a 10-year warranty with this Limited Edition. The Miele Limited Edition Chocolate Laundry is available for purchase at all Miele Chartered Agents across Canada, while quantities last.

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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