

PRESS RELEASE

Contact:

Sylvia White-Tatemichi, Marketing Manager

905 707 7997 X232 or 800 643 5381 X232

Miele DA289 Designer Wall Hood Winds Prestigious Good Design Award



TORONTO, ON ... January 2004 – Miele, the 105-year-old family-owned appliance company, has won a Good Design Award for its innovative DA289 Ventilation Hood. [Miele simultaneously was awarded the Good Design Award for the MasterChef oven collection.]

The Good Design Award is presented by the Chicago Athenaeum: Museum of Architecture and Design. The award focuses international recognition upon designers and manufacturers whose imagination and originality stretch the envelope of innovation beyond what is considered standard product and consumer design.

The elegantly beautiful DA289 designer wall hood in glass and stainless appears to actually float above a cooktop while quietly eliminating cooking odors, steam and smoke. Sophisticated engineering provides perfectly placed halogen lighting as well as dishwasher safe filters. Timed programs can shut the ventilation off automatically. We are honored to receive this recognition, especially in the ventilation hood category. More than half of entire decorative hood production process is done by human hand and we proudly accept this award on behalf of our designers and craftspeople in Germany.



A jury of recognized designers selected the DA289 as an example of recent design worthy of the Museum's Good Design Award, attesting to the energy, vitality and innovation current in global design today. Founded in 1988, the Museum is dedicated to the Art of Design in all areas of the discipline: architectural, industrial and product design, graphics and urban planning.