

PRESS RELEASE

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Miele MasterChef Oven Collection Wins Prestigious 2004 Design Awards

TORONTO, ON ... – January 2004 – Miele, the 105-year-old family-owned appliance company has earned four distinguished 2004 design honors: the iF design award 2004, the American Building Product Award 2004, the American Building Product Award 2004, and the Woman's Day Specials Kitchen & Bath 2004 Best New Product Awards.

Since 1954, the iF design award has been recognized as one of the most important design awards in the world, with over 1,600 entries from 32 different countries each year. After rigorous examination, the Miele MasterChef oven for the iF award, to be presented in Hanover, Germany.

The 8th annual American Building Product Award is presented by Home Magazine. A group of recognized designers selected the Miele MasterChef oven for its innovative technology and advanced design, as well as a practical approach to home improvement.

Miele shared the spotlight with 11 other manufacturers, including:

- Baldwin Hardware
- Moen, Inc.
- Franke, Inc.
- SieMatic Corporation
- Icynene
- Tulikivi U.S. Inc.
- James Hardie Building Products
- Walker Zanger
- Jeld-Wen
- Wasco Products, Inc.
- L.E. Johnson



Home scours the market to bring you the year's 12 best building products

Like you, we're elated at the prospect of a great-looking find. But a standout building product is more than just stylish. It's efficient, durable, dependable, and makes life easier. So for the eighth straight year, we've combed through hundreds of entries to find clever ways to revolutionize the way you live. Here's the lowdown on how these products work, why we love them, and why you will, too.



▲ MasterChef oven by Miele

This 30-inch electric oven is so intelligent, it's like having a personal chef. Loaded with new features, including 15 cooking modes, for busy families.

- Select poultry, chicken, and the bird's weight; the oven is preprogrammed to roast it perfectly.
- Cooks meals with instructions accessed from 30 customized programs that store recipes.
- Removes odors during self-cleaning process.
- Optional warming drawer reaches desired temperature with a convection fan in just 10 minutes, then automatically switches to radiant heat to keep foods warm and moist.

We liked the MasterChef oven because it was like having an extra brain in the kitchen," said Carolyn Weber, Building Editor Home Magazine. "The various cooking modes and customized programs were the coolest we saw in the category."

The award will be bestowed during the International Builder's Show January 19, 2004 in Las Vegas, Nevada.

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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. Winners are announced at the end of January.



The Woman's Day Specials Kitchen & Bath Awards were judged based on excellence in design and technical innovation. Winners will be featured in the February 2004 issue of Kitchens & Baths.

We are honored to be selected for these prestigious awards. It is a testament to Miele's ongoing commitment to quality, technology and innovation, and we humbly accept these awards on behalf of the international design and engineering groups at Miele.

Miele's MasterChef oven is the world's first programmable oven, with the capacity to store more than 30 customized cooking instructions. This unique oven lets the consumer choose the food type they're cooking and then does the rest, selecting the perfect time, cooking mode and temperature. MasterChef also delivers the most precise heat settings available, with accuracy to within 1°F.

Miele may well be the breakout quality brand of the decade. Long considered a household name in Europe and worldwide, Miele is exploding onto the scene in the United States and 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 the world's largest family-owned and operated appliance company, Miele is immovably committed to the highest quality, performance and environmental standards. The firm's innovative heritage, together with their state-of-the-art design and engineering aesthetic, has inspired frequent comparisons in the media to other German companies synonymous with innovation: Mercedes Benz and BMW.



Miele sells a wide range of exceptional consumer appliances including vacuum cleaners, laundry systems, rotary irons, dishwashers, built-in ovens, cooking surfaces, ventilation hoods and steam ovens, as well as the revolutionary built-in coffee system. In addition, Miele offers professional laboratory glassware washers, industrial parts cleaning systems, dental disinfectors and commercial wet cleaning systems.