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FOR IMMEDIATE RELEASE

Miele invades the Toronto Bedbug Summit

Advertising campaign takes over city's streets to promote Miele vacuums as one solution to growing problem

Toronto, Ontario (September 29, 2010) – Miele (Canada) Limited has launched a new advertising campaign to coincide with today's Toronto Bedbug Summit and promote its line of vacuums.

Bedbug infestation is spreading across North America, as the pests infest homes, apartment buildings, clothing stores, and theatres. The summit, taking place at Queen's Park, is being hosted to find a solution to the tenacious little critters.

For the campaign, created by Toronto ad agency Lowe Roche, Miele has dubbed itself the "unofficial vacuum of the 2010 Toronto Bedbug Summit." It includes more than 1,200 street-level posters that have been plastered around Toronto's downtown core with an optical illusion that makes a pattern of bedbugs appear to be moving. A street team will also be on hand at Queen's Park to distribute magnifying glasses to help summit-goers see bedbugs up close. The copy on the glasses reads: "Ever see a bedbug cry?" The campaign will also take over Miele's home page at www.miele.ca. In addition, print ads in tomorrow's *The Globe and Mail* and the *Toronto Star* will feature the image of a single bedbug waving a white flag, surrendering to Miele.

"At Miele, we know the bedbug infestation is a serious public health concern and this campaign is designed to educate consumers that the best way of removing these pesky critters is by thorough vacuuming, sealing the bugs in a high-quality vacuum bag for complete disposal," says Kelly Lam, Director of Marketing, Miele Ltd. "This campaign by Lowe Roche is a creative way to remind Canadians that there are solutions out there. "

Thorough vacuuming, specifically one with a system that traps and allows immediate disposal in dustbags, is considered one of the most effective ways to eliminate bedbugs. Miele's vacuums feature 12-stage state-of-the-art HEPA filtration system that includes the Miele FilterBag, which traps 99.9% of dust, dirt and allergen—and bug—particles of at least 0.3 microns in diameter.

About Miele

As the world's largest family-owned and operated appliance company, Miele is immovably committed to the highest quality, performance and environmental standards. Founded in 1899 on a promise of "Immer Besser", a German phrase meaning "Forever Better", Miele has continued to distinguish itself with its sleek design, superior engineering and unparalleled service. With a wide range of domestic products from built-in ovens, steam ovens, coffee systems, cooktops (gas, electric and induction), ventilation systems, dishwashers, laundry products, vacuum cleaners and the latest innovation, Miele MasterCool refrigeration, Miele can ensure all of your needs are met. In addition, Miele offers solutions for commercial and industrial needs through the Miele Professional division.

In September 2008, Miele Ltd. (Canada) introduced Miele Forever Care, the most comprehensive customer service business model which enables Canadian consumers to interact directly with Miele at all times, from point-of-purchase, to delivery and installation of the appliances, to technical service. Consumers wishing to learn more about Miele and Miele Forever Care can contact the Miele contact centre at 1-800-565-6435, visit one of the Miele Galleries in Toronto, Vancouver, Montreal and Calgary or visit www.miele.ca.

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