

# PRESS RELEASE

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## Miele Dishwashers Rated #1 by Interior Designers!



**TORONTO, ON** ... March 2004 – Conde' Nast Publication, *House & Garden* Magazine, has just named Miele to be the #1 dishwasher in their coveted *The Best on the Best 2004* survey. After polling the top interior designers for their secrets and advice on the top products, Miele dishwashers came out on top, over all domestic and imported brands like Asko, Bosch, Dacor, Fisher & Pakel and Kitchen Aid. *House & Garden* will feature comprehensive editorial on the winning brands in the publication's May 2004 issue. In a similar survey of top kitchen designers, *New Jersey Life* Magazine will also award Miele for the best dishwasher and wall oven.

Stated *House & Garden*, "The fully integrated dishwashers in Miele's Incognito series are easy to operate – there's only one button to push – and blissfully quiet." Miele was also recognized for being among the best wall ovens in that category.

Miele is honored to receive this prestigious recognition by *House & Garden* and most importantly from the design community itself. It's a testament to our corporate motto, Immer Besser (Forever Better), as well as to the high performance, innovative design and enduring quality of Miele products. To receive this award on the eve of Miele's 75th anniversary of dishwasher production is phenomenal validation of our quality product from the top designers.



*The Best on the Best* is a landmark survey of the nation's top interior designers in an effort to ascertain the design community's preferred brands and products across a broad range of home design categories. A ten-page questionnaire went to leading design professionals nationwide. The questionnaire covered 12 major design categories and 72 sub-categories. Questions were open-ended, enabling respondents to make their choices without prompting. Hundreds of designers replied to the survey - an extraordinary response given the survey's length and breadth. An independent market research firm tabulated the survey results.