

PRESS RELEASE

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Miele Ships 10 Millionth Unit On 75th Dishwasher Anniversary

Toronto, ON - June 2004. Miele, the world's largest family owned and operated household appliance maker, has produced its ten-millionth fully automatic dishwasher, coinciding with the 75th anniversary of the company's introduction of Europe's first electric dishwasher.

Known today the world over for its innovative, easy to use and beautifully designed cooking and cleaning appliances, Miele's 1929 model dishwasher, with a round metal tub, was considered technologically advanced for its time. The 2004-generation of Miele dishwashers are equally advanced and continue to earn accolades and recognition as best in its category for cleaning performance, reliability and superior design elements ⁽¹⁾.

"Our current appliances feature especially sophisticated technological finesse where electronic sensors determine programs," noted

Dr. Markus Miele, great-grandson of Carl Miele, who founded the company with his partner Reinhard Zinkann in 1899 and began dishwasher production in Germany.



⁽¹⁾ Winner of the 2004 Best on the Best Survey of interior designers conducted by House & Garden magazine; recognized by Good Housekeeping magazine in 2004 as one of the best dishwashers; and, winner of the Reader's Digest Most Trusted Brand award in household/kitchen appliances three years running.

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A Proud Heritage of Dishwasher Innovation

For over a century, Miele's mission is to make highly sophisticated strides in technology work for the everyday user with ease and maximum longevity/reliability - making them 'Immer besser' (translated, Forever better) in keeping with its founding fathers' credo. Numerous Miele firsts on dishwashers have been patented and have proved to be groundbreaking for the worldwide appliance industry.

- 1899** Miele & Cie. founded by Carl Miele and Reinhard Zinkann
- 1929** **Europe's first** electrical dishwasher
- 1960** First fully automatic, front-loading dishwasher
- 1967** Introduction of fully automatic, built-in dishwashers with three rotating spray arms and automatic water softener reactivation program
- 1978** **World's first** microprocessor-controlled dishwasher with sensor touch controls. Electronic controls made enormous reductions in water and energy consumption possible.
- 1987** **World's first** dishwasher with a third-level cutlery tray – patented by Miele
- 1994** G 760 series with models accommodating 14 place settings
- 1999** All Miele dishwashers are equipped with fully electronic controls
- 2001** Sensor softener and Eco I sensor
- 2003** Eco II sensor and automatic programs
- 2004** Production of Miele's 10 millionth fully automated dishwasher and milestone of 75th Anniversary



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Ten Millionth Dishwasher Leaves Bielefeld Factory

Since 1960, 10 million fully automatic dishwashers have been manufactured at Miele's state-of-the-art production facility in Bielefeld, Germany – where all dishwashers made by Miele are produced. Currently, approximately 2,200 appliances leave the modern assembly lines of this, the second largest, production facility in the Miele Company every day.

Today, a Miele dishwasher is made up of no fewer than 340 individual parts and the various steps in production are closely coordinated, and during production technician and machine work virtually hand-in-hand. Our technical expertise and automated production processes enable Miele to produce one dishwasher in just about three hours. Production time is important, but quality is critical at Miele. Each dishwasher is put through a series of rigorous quality assurance checks at various stages of the production process with a complete test cycle run at the end of the line to ensure the product is in top condition prior to leaving the factory.

Celebratory Product: Introducing the Platinum Dishwasher

To commemorate these achievements, Miele proudly introduces its limited edition anniversary dishwasher, Platinum, to North American markets this month. The Platinum dishwasher comes in stainless steel finish with extraordinary detail. Available with Miele's patented separate cutlery tray, Platinum offers 14 place setting capacity, 3 temperature selections in 6 wash programs (including the water and energy efficient Top Solo function that concentrates on cleaning the deep upper basket when running smaller loads), and Miele's unique Turbothermic drying system for perfect results. A stainless steel interior cavity, virtually noiseless operation, superb performance and cleaning results differentiate this product from other domestic and imported brands.”



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About Miele Dishwashers

Miele dishwashers are known worldwide for their lasting quality, quiet operation, enormous capacity (14 place settings) and superior cleaning performance. Most Miele dishwashers can be fitted with a homeowner's cabinetry for a fully or partially integrated look. Miele was the first to have an optional third-level cutlery tray that provides extra capacity. Miele's unique Eco-Sensor detects the amount of dirt in the wastewater and can save 2+ gallons of water per load – adding clean water only as needed - a 40% savings in water. All Miele dishwashers exceed Energy Star environmental requirements.

About Miele

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.

For more information, consumers and design professionals can call 800-643-5381, log on at miele.ca or visit one of Miele's modern product showrooms in Toronto, Montreal or Vancouver.