

# PRESS RELEASE

Contact:

Sylvia White-Tatemichi, Marketing Manager

905 707 7997 X232 or 800 643 5381 X232

---

## **Miele and the Georgian Bay Club announce unique partnership**

**Collingwood, ON.** – June 29, 2004 – The newly opened Georgian Bay Club is proud to announce a truly unique corporate partnership with Miele Limited, part of the 105 year-old, family-owned appliance company. For the first time in North America, Miele will fully outfit the luxury Fairway Villas at The Georgian Bay Club with both top of the line appliances and Miele kitchen cabinets and hardware. This is the first time Miele kitchen cabinets and hardware will be offered to consumers in North America.

At The Georgian Bay Club, the kitchen “Great Room” concept is the cornerstone of each Villa design, and elegant, well-equipped kitchens were the primary design factor. In a true marriage of “The Best of the Best”, The Georgian Bay Club and Miele will be delivering a discerning lifestyle to club members while maintaining a commitment to environmental responsibility.

Georgian Bay Club president, Larry Dunn says, “Our Club and Residences have a tremendous commitment behind them. We are committed to making it the finest it can be. When we began looking at suppliers, we looked for companies that could not only deliver the quality we sought, but also had a philosophy like ours. Be gentle to nature, deliver an extraordinary service level, and create the finest products that you can. Miele’s high quality commitment will help us create the ultimate gourmet kitchen in our Fairway Villas.”



# PRESS RELEASE

Contact:

Sylvia White-Tatemichi, Marketing Manager

905 707 7997 X232 or 800 643 5381 X232

---

As a manufacturer, Miele is proud to be green. Their commitment to the environment is illustrated in their R&D on the manufacturing process where raw materials, energy, water, and other natural resources are used sparingly. The long life span of Miele appliances is legendary. Dr. Markus Miele, the Managing Director, Co-proprietor of Miele Worldwide, says, "I must take this opportunity to congratulate the architects of this facility on their ability to combine residences and recreation, while always being mindful of our very fragile environment. The emphasis on the environment has made this a natural partnership. We believe that our alliance with this project further strengthens Miele's belief in community by offering consumers the best of the best."

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 unrivalled service. Founded in 1899 on the 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 steadfastly committed to the highest quality, performance and environmental standards.

The Georgian Bay Club's mission to develop a private, world-class, championship golf course, with high-quality luxury residences, speaks clearly to those who value style and elegance in a peaceful and relaxed setting. This unique partnership with Miele will help ensure their members will truly enjoy the "The Best of the Best."



Todd Brooker (GBC), Dr. Markus Miele (Managing Director, Co-Proprietor, Miele), Randy Elliott (GBC), Jan Heck (President, Miele Canada), Dr. Michael Hurdzan (Hurdzan-Fry), Larry Dunn (GBC), Jason Straka, (Hurdzan-Fry)