

# PRESS RELEASE

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More than 7,000 competitors to participate in inaugural season

## Miele League Challenge Swings into Full Gear

**VAUGHAN, ON** ... May 2008 –

Tennis Canada, in partnership with Miele Limited, Toronto's premier tennis leagues and the Ontario Tennis Association, launched the inaugural season of the Miele League Challenge on Wednesday. With more than 7,000 organized members, 400 teams and more than 100 clubs involved, this groundbreaking endeavour will feature weekly league matches during the spring and summer to determine the top teams to compete during the Rogers Cup in Toronto.

The premier Toronto leagues include the Inter-County Tennis Association, the Toronto Men's League and the Toronto Ladies League which all have varying levels of competition to accommodate skill level and playing ability of the participants. This is the first phase of a five-year plan which will next expand to Montreal and then roll out nationally in subsequent years.

"Leagues of this nature are the hallmark of many successful tennis nations," said Hatem McDadi, vice-president, tennis development, Tennis Canada. "It will help attract and retain players to the sport and provides the added excitement of giving competitors the opportunity to showcase their abilities on the country's largest stage at the Rogers Cup." Other league benefits include a special micro-Web site with links to the leagues, standings and photographs, as well as an on-site ambassadors program. Additionally, prizes, special activities and a live Web cast are scheduled during the Rogers Cup final weekend.

In January 2008, Tennis Canada and Miele Limited, one of Canada's top home appliance companies, agreed to a five-year deal that spans across all levels of tennis. In addition to the creation of the National League Challenge, Miele is now the Official Team Sponsor of the Canadian Davis Cup and Fed Cup squads and the Official Home Appliance and Gold Sponsor of the Rogers Cup in Toronto. "Miele Limited is proud to show its support to the growth and promotion of tennis in Canada," said Jan Heck, president, Miele Limited "As an avid tennis player and fan, the league challenge is especially important to me. Miele is committed to help provide quality tennis programming to similar tennis enthusiasts across the country." Heck has envisioned the start-up of this national league in Canada for quite some time as he was a participant in a very successful league with a similar format in his native country of Germany.

### About Tennis Canada

Founded in 1890, Tennis Canada is a non-profit, national sport association responsible for leading the growth, promotion and showcasing of tennis in Canada. Tennis Canada owns and operates two of the premier events on the ATP and Sony Ericsson WTA tours; Rogers Cup men's and women's events that rotate annually between Rexall Centre in Toronto and Uniprix Stadium in Montreal. In addition, Tennis Canada owns and operates six professional ITF sanctioned events and financially supports five other professional tournaments in Canada. Tennis Canada operates national training centres at the Compass Centre of Excellence in Toronto and at Uniprix Stadium in Montreal. Tennis Canada is a proud member of the International Tennis Federation, the Canadian Olympic Committee, the Canadian Paralympic Committee and the International Wheelchair Tennis Association, and serves to administer, sponsor and select the teams for Davis Cup, Fed Cup, the Olympic Games and all wheelchair, junior and senior national teams. Tennis Canada invests its surplus into tennis development. For more information on Tennis Canada [www.tenniscanada.com](http://www.tenniscanada.com).

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## About Miele

There are only a few brands in the world that have sustained their vision, traditions and quality for more than a century. Fewer still that can claim consistent family ownership and international brand name integrity, and is recognized for creating the world's most innovative appliances. Founded in 1899 with a single promise of Immer Besser, a German phrase meaning Forever Better, Miele has dynamically grown to become the world's largest family-owned and operated appliance company with over 15,000 employees in 39 countries.

As a premium appliance brand represented on all five continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. The company's innovative heritage, state-of-the-art design and engineering aesthetic have inspired comparison to other German brands synonymous with innovation: Mercedes-Benz and BMW.

Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; built-in convection, speed and steam ovens; cooktops; ventilation hoods; and coffee systems. The domestic appliance product assortment will expand in the third quarter of 2008 to include refrigeration and wine storage units specifically designed to exceed the performance, design and durability expectations of the North American consumer.

In addition, Miele Professional offers commercial cleaning equipment such as laboratory, medical and dental, commercial dishwashing and laundry systems.

For more information, consumers and design professionals can call 800.643-5381, log on at [miele.ca](http://miele.ca) or visit one of Miele's modern product showrooms in Montreal, Toronto or Vancouver.

## Miele and the Environment

Miele has a long history of environmental leadership. Every detail is considered from the production process and shipping to household use and to the appliance's ultimate disposal. Miele's production facilities operate to strict DIN EN ISO 14001 environmental performance standards and Miele recently signed the CECED code of conduct to support human rights and environmental protection globally.

In operation, Miele constantly strives to make every product respect our natural resources. As an example, since 1990 Miele has reduced water consumption by 42.4% and electricity by 29.2% in domestic machines. The same environmental ingenuity has been applied to domestic dishwashers where in the last 15 years water consumption has been reduced by 50.3% and energy use cut by 33.8%. Additionally, from 1990-2002 advancements in Miele oven technology led to a 29% reduction in energy. Miele's active leadership role in global organizations like the International Electrotechnical Commission (IEC), Energy Star®, the Association of Home Appliance Manufacturers (AHAM) and others demonstrate the company's serious position regarding the protection of our global environment. An unprecedented quality pledge guides Miele to produce appliances that are designed to last for 20 years of continuous use – far longer than the average. And their high metal content and clearly marked plastic components are ready for recycling once the product's useful life is complete – reducing landfill waste and conserving raw materials for future generations

[www.miele.ca](http://www.miele.ca)