

PRESS RELEASE

Contact:

Sylvia White-Tatemichi, Marketing Manager

905 707 7997 X232 or 800 643 5381 X232

Press Release

Richmond Hill – November 10, 2004 - Miele Ltd. is pleased to announce the opening of its newest Mielehaus Design Centre. The Design Centre is located in Vancouver, and the official opening is set for November 30, 2004. The opening will be hosted by the great grandsons of the original founders, Dr. Markus Miele, and Dr. Reinhard Zinkann, Managing Directors and Co-Proprietors of Miele Worldwide. The event will be attended by Miele Dealers, local dignitaries, VIP's, architects, designers and members of the media.

Mielehaus Design Centre is located in Vancouver's historic Yaletown waterfront community. Much more than a showroom, the Mielehaus Design Centre is 5,318 square feet of inspiration. This design and consultation centre is the perfect environment for customers, architects, designers and builders to learn about Miele products and 'test-drive' the Miele experience. Miele Authorized Dealers also take advantage of the Design Centre's unique environment, where the entire Miele product line can be presented to customers.

At Mielehaus, Miele Product Specialists guide customers through their appliance and design options, offering one-on-one consultation addressing customer's specific needs. "It is important to us that our customers make the very best decision," says Jan Heck, President of Miele in Canada. "We want our customers to understand all of their design and performance options before making a purchase."

The Mielehaus Design Centre environment is as relaxed as it is inspiring. Five complete kitchens are presented, each with their own distinctive style, and featuring Miele's innovative product options. From large, spacious lofts to space-challenged interiors, there is a Miele design solution for every environment. The surroundings also feature the very latest designs from Grohe, Blanco and Dupont / Corian.

Mielehaus Design Centres also offer customers new to the Miele family the opportunity to attend special information seminars, designed to present the options and benefits of the complete line of Miele home appliances, giving them a 'real world' preview of Miele in the home. Of course, the Miele experience doesn't end with the purchase. For those already enjoying Miele kitchen appliances, Mielehaus offers seminars focusing on the day-to-day benefits of the products, ensuring customers get the most out of their Miele appliances. Future plans include special culinary events, giving cooks from beginner to expert the opportunity to learn from professional chefs how to use Miele in the kitchen to create a masterpiece.

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Stephan Byns, Miele's Regional Sales Manager, describes the Mielehaus Design Centre experience. "We understand that choosing the right appliances can be a daunting task. That's why we have Mielehaus – to provide an unhurried, stress-free environment where customers can consider space, form and function. Our Miele Product Specialists provide information and consultation, so that customers can make an informed decision they'll be happy to live with today and for years to come."

Mielehaus Design Centers are also located in Toronto and Montreal.

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 North America with its sleek design, superior engineering and unparalleled service.

Founded in 1899 on the premise of Immer Besser – Forever Better, Miele has distinguished itself in the appliance market through innovative technology, and quality that makes its products built to last. As the world's largest family-owned appliance company, Miele is steadfastly committed to the highest performance, quality and environmental standards.

The firm's innovative heritage, state-of-the-art design and engineering have inspired frequent comparisons to other German innovators like Mercedes Benz and BMW.

For more information, consumers and design professionals can call 800-643-5381, log on to www.miele.ca, or visit a Mielehaus Design Centre in Montreal, Toronto or Vancouver.