

PRESS RELEASE

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Press Release

Richmond Hill – November 22, 2004 – Miele Limited has announced its Unconditional 5-year Manufacturer's Warranty. Available until May 31, 2005, the 5-year Warranty is available on Miele's complete line of laundry products. The warranty is all-inclusive, covering all parts and labour on washing machines and dryers.

The Miele warranty offer is the first and only one of its kind in Canada. While most manufacturers warrant their products for one year, Miele has extended its guarantee to cover its machines, top to bottom, for a full 5 years – or over 2,500 washes. "We are so confident of the durability, longevity and quality built into all of our laundry products, we felt that offering the 5-year Warranty was the best way to demonstrate that confidence to consumers." says Jan Heck, President of Miele Canada.

Miele has created the ultimate fabric cleaning system, providing unsurpassed cleaning with gentle care for clothes. Miele's quality and durability is the result of exclusive, innovative technology found in its washing machines and dryers. In the washer, Honeycomb technology keeps a layer of water between clothes and the washer drum, protecting them from rubbing and pulling against the sides of the drum. The technology is so effective, Miele machines can wash the finest hand-wash garments safely. In addition, fuzzy logic lets you wash any size load efficiently and economically. The washers know exactly how much water is required for every load. Special programs featured on Miele washing machines determine how often the drum rotates, the appropriate water level, and spin speed to ensure that everything from delicate, hand-washables to sturdy cottons are thoroughly and gently washed.

In the dryer, Novotronic technology monitors moisture levels to prevent over-drying. This together with the Miele auto reversing drum action ensures laundry is never over dried or under dried by tumbling the laundry in two directions. The process keeps clothes from being trapped in the centre of a load, and minimizes wrinkling. Eleven programs, ranging from 'Extra Dry' to 'Hand Iron' dry clothes perfectly every time.

"Miele laundry products are built to last," explains Sylvia White-Tatemichi, Marketing Manager at Miele, "and that makes good environmental sense." The lifespan of Miele appliances is legendary. Their washing machines are designed and tested for 10,000 washes. At an average of seven-to ten washes a week, that works out to an incomparable 18 to 20 years.

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“Miele washing machines use a minimum amount of detergent, water, and electricity,” says White-Tatemichi. “But beyond the day-to-day environmental benefits of our products is the long-term advantage of Miele appliances. There are 700,000 washing machines sold in Canada every year – that means tens of thousands of washers are being disposed of somewhere. Because our products are engineered to last nearly 20 years, the reduction in landfill waste is significant.”

Miele’s Unconditional 5-year Manufacturer’s Warranty is a testimony to the company’s uncompromising commitment to quality and durability. “We encourage consumers to ask their Miele dealer about our warranty, and find out why Miele laundry appliances outperform and outlast any competitive brand on the market.” says Heck.

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, call 800-643-5381, or log on to www.miele.ca.