

# PRESS RELEASE

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## Miele Limited Begins Construction on New Canadian Head Quarters

**VAUGHAN, ON** ... April 2005 – Ground Breaking Ceremony for Miele Limited New Canadian Head Quarters

Further emphasizing the importance of the Canadian market in the corporate strategy of Miele international, construction has begun at its new Canadian head office facility.

"This building will set a new standard for Miele world-wide" says, Jan Heck, President, Miele (Canada) Limited. "Our new location and facility will accommodate the future growth of Miele in Canada and is designed to reflect and showcase our brand, reinforcing the company's philosophy: Immer Besser (Forever Better) as well as Miele's commitment to provide personal attention, superior service and quality products.

On a spacious landscaped 4 acre site, the new building is strategically located at 161 Four Valley Road, in the heart of Vaughan, with tremendous exposure to Highway 400. It features 2 storeys and over 33,000 square feet of office, call center, training and demonstration space.

"The exterior facade is accentuated by vibrant "Miele red" fin walls that bookend the fully glazed central atrium space which boldly splits the mass of this state-of-the-art administration building into two equal parts. This atrium not only affords an architecturally dramatic two storey volume but innovatively ensures that daylight is never more than 7.5 meters from anywhere in the building. This creates a healthy and uplifting atmosphere for all to enjoy," comments project architect William Krohn of The Walter Fedy Partnership. The Walter Fedy Partnership, the complete engineering and architectural solution, was awarded the design/building contract for the facility which is expected to be completed by March 2006.

The visitor and staff amenity amenities include demonstration kitchens, a comfortable reception area with a coffee bar, staff lounge areas, and large training and meeting rooms with state of the art video conferencing. The exterior of the building offers an impressive exposed perimeter structure with associated shading and weather protecting roof overhang and an outdoor patio.

The official ground breaking ceremony will be held at 161 Four Valley Road, Vaughan on Friday, April 29, 2005 at noon. Dignitaries expected to be in attendance include the Mayor of Vaughan, Michael Di Biase, Vaughan City Councilor, Sandra Yeung Racco, and Dr. Klaus Rupprecht, German Consul General.

Miele currently has three other Design Centres in Canada, including: Toronto (Designer's Walk), Vancouver & Montreal.

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## 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 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 well as a deep belief in nurturing their network of dealers. 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 like 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.

Consumers wishing to learn more about Miele can call 800 643 5381 or visit [www.miele.ca](http://www.miele.ca).

