

# PRESS RELEASE

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## Miele (Canada) Limited Begins Construction on New Canadian Headquarters

**RICHMOND HILL, ON** ... April 29, 2005 – Ground Breaking Ceremony for Miele's New Canadian Headquarters.

The official ground breaking ceremony was held at 161 Four Valley Road, Vaughan on Friday, April 29, 2005 at noon. Dignitaries in attendance included Michael Di Biase, the Mayor of Vaughan, Ms. Susan Kadis, MP Thornhill, members of City and Regional Council, and Dr. Klaus Rupprecht, German Consul General. On a spacious, landscaped four-acre site, the new building is strategically located in the heart of Vaughan, with tremendous exposure to Highway 400. The two-story headquarters is over 33,000 square feet of office, call centre, showroom, training and demonstration space.

"This will be more than our office," says Jan Heck, President, Miele (Canada) Limited. "This building will serve as the flagship Miele Design Centre. It will be a place for our customers to learn about and experience products and ideas that can enhance their daily lives. It is a meeting place and a resource centre."

Michael Di Biase notes, "The company's slogan is Immer Besser which means 'Forever Better'. The City of Vaughn's slogan is "The City Above". Together, we are "The City Above-Forever Better. We've got a great partnership."

"It has been more than three years since Miele first considered a project of this scope in Canada. Since that time, many hours of planning and organization have gone into getting us to the point where we are finally breaking ground" says Heck.

"We've enjoyed a very warm and friendly relationship as we worked together on the design of Miele's Canadian headquarters. We look forward now to the construction phase of this project, and to bringing this vision to reality." says Mike Marshman of the building's architects, the Walter Fedy Partnership. The Walter Fedy Partnership was awarded the design/building contract for the facility, which is expected to be completed by March 2006.

The exterior facade is accentuated by vibrant "Miele red" fin walls that bookend the fully glazed central atrium space, boldly splitting 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.

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Visitor and staff 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.

Miele currently has three Design Centres in Canada, located in 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).

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From L-R - Frank Miele (Commissioner of Economic/Technology Development & Communications), Micheal DeAngelis (City Manager), Peter Campitelli (Financial Chair for Vaughan Chamber of Commerce), Sandra Yeung-Racco (Vaughan City Councillor), Joyce Frustaglio (Regional Councillor), Linda Jackson (Regional Councillor), Susan Kadis (MP for Thornhill), Mike Reid (Walter Fedy Partnership), Dr. Klaus Rupprecht (German Counsel General), Eric Bremermann (Partner at Dale and Lessmann LLP), Michael DiBiase (Mayor), Mike Marshmann (Walter Fedy Partnership), Gerry Meizner (PMP Associates), Jan Heck (President of Miele Canada)

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East Elevation



South Elevation