

PRESS RELEASE

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30 Million Vacuum Cleaners

RICHMOND HILL, ON ... August 2, 2005 – Anniversary appliance from new S5 generation of vacuum cleaners to be donated to charitable organization.

Miele, a leader in advanced appliance technology and design, has a reason to celebrate at Miele's Bielefeld plant; the 30 millionth vacuum cleaner has left the production line. The new S5 appliance is from a variety of vacuum cleaners which began production in Bielefeld at the end of April. The S5580 Ambiente will be donated to a charitable organization on behalf of Miele providing service to a group of residents at 'Haus Kapernaum' in Bielefeld-Bethel. Members of this group work at the Bethel-ProWerk workshops where accessories for Miele vacuum cleaners are also assembled.

Miele, founded in 1899, became devoted to cleaning homes at a very early age. In Bielefeld in 1927, the production of vacuum cleaners began and modifications were quickly made to the first bucket-type vacuum cleaners which were soon joined by cylinder vacuum cleaners mounted on castors or skids by stick vacuum cleaners. Throughout the years, developments have continued and today the colourful appliances from Bielefeld are characterized by powerful performance and exceptional filtration.

The Miele plant in Bielefeld is the second largest production facility of the Miele group and has had a variety of changes in the course of its nearly 90-years experience. Established in 1916, the Bielefeld plant has had a variety of product range from bicycles, vacuum cleaners and dishwashers. Presently, the Bielefeld plant is an ultra-modern production facility for dishwashers and vacuum cleaners and are manufactured by almost 1,800 employees every year.

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.

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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.