

PRESS RELEASE

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Miele Introduces The World's First Built-In Capsule Coffee System

TORONTO, ON ... January 2005 – Transforming Kitchens Into Cafes: Miele Introduces The World's First Built-In Capsule Coffee System.

Miele, the 105-year old family-owned appliance company, has teamed up with Nespresso (a subsidiary of 138-year old Nestle S.A.) to bring to market the world's first built-in capsule coffee system. At the push of a button, the Miele CVA 2000 series makes a wide variety of perfectly brewed caffeinated or decaffeinated coffee, espresso, cappuccino or latte transforming kitchens into aromatic European cafes.

The Next Generation of Coffee Perfection.

Now consumers can choose between the original Miele CVA 615, which custom-grinds whole beans, or the new CVA 2000 series, which utilizes exclusive Grands Crus blends of Nespresso capsules. Miele and Nespresso engineers have teamed up to deliver a sophisticated, yet simple coffee system. The focus was to deliver a broad assortment of coffee blends at the push of a single button, using a system so easy, fast and clean that anyone can make a perfect cup of coffee. The kind of coffee even a true aficionado would appreciate. We believe this system has exceeded that expectation.

What is the Nespresso Capsule?

The innovative Miele CVA 2000 series uses individual Nespresso capsules, each containing just enough precision-ground coffee to brew one exceptional cup. The coffee in each capsule is hermetically sealed right after grinding to preserve all its flavour and aroma for months. Hot water from a high-pressure pump inside the Miele coffee system unleashes all the intense aromas and coffee flavour of the bean, creating a rich coffee experience with every cup, topped with this unique system's signature thick crema.

With over twelve varieties of Nespresso coffee capsules available (two are decaffeinated), the Miele CVA 2000 series offers true versatility sure to satisfy every craving from robust to mild.

The blends range in strength and have different aromatic notes, based on the origin, roasting and grinding of the beans. Consumers can order capsules 24 hours a day, seven days a week by calling Nespresso directly. Coffee capsules are delivered within two business days



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How does this Miele Coffee System work?

It's simple. The consumer fills the water container and places their favourite capsules into the system. They can then easily program the machine in up to 14 different languages. With the push of a button, the consumer selects the size (espresso, double espresso, coffee, double coffee) and type (blend) of coffee desired. The system does the rest, even clearing the used capsule to make way for a new one. An innovative Cappuccinatore dispenses frothed/ steamed milk into the cup as the coffee/espresso is brewed. This exceptional timesaving extra eliminates the need to hold the steaming pitcher at the exact angle under a frothing arm to produce frothed/steamed milk. Similar to a multi-disk CD carousel, the Miele CVA 2660 can take up to five different flavour capsules in a rotating dispenser. The consumer loads the capsules in place and then makes selection by pushing a button on the front of the machine.



Perfection built-in... anywhere you design it.

The new CVA 2000 series is available in two models: CVA2650, at 19 1/2"w x 14 5/8"h x 11 5/8"d and the CVA 2660 at 23 7/16"w x 14 5/8"h x 11 5/8"d. With a choice of two widths, designers have more installation flexibility whether the coffee system is set up underneath the cabinets or integrated. And because the system does not require a fixed water supply connection, the unit can be installed virtually anywhere in the home; the kitchen, office, wet-bar even the master bedroom.

With the same stunning exterior and built-in originality as the Miele CVA 615, the CVA 2000 series will be available in black or stainless steel, with retail prices ranging between \$3,099 and \$3,199.

Miele can now offer consumers and design professionals two unique built-in coffee systems that deliver the perfect cup of coffee, either through traditional whole beans or the versatile Nespresso capsule. Having pioneered the built-in coffee system in 1999, we are delighted to expand the product category with this next generation of coffee innovation.



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Winner of the Prestigious Red Dot Award for Design Excellence.

Over the past years, Miele has been awarded numerous prizes for excellence in design. And this year is no exception either: The Design Centre North Rhine-Westfalia has once again presented Miele their international 'Red Dot' award for the CVA 2000 series.

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 and the United States 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 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: Mercedes Benz and BMW.

Miele sells a wide range of exceptional domestic 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.

