

# PRESS RELEASE

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## Miele Certified Installation Program (MCIP)

**RICHMOND HILL, ON** ... September 9, 2005 –The Miele Certified Installation Program is now available in major markets across Canada!

Miele is proud to announce the Miele Certified Installation Program which is now available in major markets across Canada. Nobody knows your Miele appliances better than a Miele Certified Installer, which is why the Installation Program is a convenient and easy way to get total satisfaction of your installation with a trained professional. With only one phone call, you will be connected to a Miele expert who will guide you through every step of the installation process and answer any question that may arise.

Personal and exclusive, customer convenience is guaranteed. Simply call 1-888-266-9799 or 905-850-5258 or [installation@miele.ca](mailto:installation@miele.ca) and a Certified Miele Professional will be at your service.

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).