

PRESS RELEASE

Contact:

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Innovative Dishwasher Collection

RICHMOND HILL, ON ... March 23, 2006 – Discover the New Generation of G2000 Dishwashers

Ensuring the quiet, spotless care of priceless tableware is what drives Miele to continually improve its dishwashers. A 107 year-old family tradition of crafting superior, groundbreaking products that are “Forever Better,” is proud to introduce the latest generation of Miele dishwashers.

Versatile, innovative and flexible, the G2000 series of dishwashers provides maximum flexibility and opportunity, as well offer the ultimate in quiet performance and capacity. With a new design, aesthetic and modernization all combined into one appliance, this series of dishwasher will accommodate anyone’s budget.

To blend, stand out or conceal, the choice is yours to make. Choose from white, black, stainless steel, or secretly disguise it behind cabinetry for partial or fully integrated effect. For easy and logical program selections, the control and display elements are positioned in the centre of the fascia panel.

In selected dishwasher models, a unique third wash level is available to have each piece of cutlery secured in its own slot without touching other items within the cutlery tray.

With advanced technologies and timeless beauty, sleek design lines that will look as fresh decades from now as they do today, our Miele dishwashers are the top choice of today’s consumers. A heritage of quality and innovation proudly continues the legacy.

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.