

PRESS RELEASE

Contact:

Sylvia White-Tatemichi, Director, Marketing

905 532 2270 X232 or 800 643 5381 X232

October 2007, COLLINGWOOD, ON – Miele Canada and Alpine Ontario this week finalized a new 3-year contract that will solidify Miele’s involvement with alpine ski racing and grass roots sport development in Ontario. This new agreement will see Miele take title sponsorship of the MIELE JUNIOR RACE LEAGUE as well as the title sponsorship of the MIELE FIS SERIES featuring 10 FIS races in Collingwood and Thunder Bay.

Miele Canada has supported Alpine Ontario in the past with the creation of the Miele Future Champions Program. While this program will certainly be missed by the many entry-level skiers who took part in it, some of them will be participants in the new Miele programs this year.

“We have been involved with Alpine Ontario and ski racing for three years now through the Miele Future Champions and have been very happy with the program” said Miele Canada President Jan Heck. “Taking on title sponsor of the Miele Junior Race League and the Miele FIS Series is a new direction for us and we look forward to having an even bigger presence in the ski community.”

AOA President **Mark Kristofic** is also excited. “Miele has been a great supporter of ski racing. They have been actively involved in the execution of their programs and they share our vision of making ski racing an exciting and festive experience for all participants. Through Miele’s support, we are able to achieve this for our programs.”

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As the recognized Provincial Sport Organization and promoter of alpine ski racing in Ontario, Alpine Ontario Alpin represents 50 member ski clubs, over 32,000 active racers, coaches, officials and volunteers in four divisions: Alpine Ontario South Division, National Capital Division, Lake Superior Division Alpine and Northern Ontario Division. AOA coordinates several successful programs across the province and continues to foster the development of ski racing programs from the grass roots to the elite level.

In total, the MIELE JUNIOR RACE LEAGUE and the MIELE FIS SERIES will feature over 40 event days and include over 800 participants. Full program schedules will be available in early October.

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

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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.