

PRESS RELEASE

Contact:

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Six new ventilation hoods grace Miele's collection (four are available in more than 200 colours)

Miele debuts sleek new line of ventilation

VAUGHAN, ON ... February 2008 – Prepare to be blown away by a stunning new addition of six ventilation hoods to Miele's existing collection of built-in, canopy, wall and island hoods. Launching in February 2008 – are six new island and wall ventilation hoods that increase Miele's product offering to more than 25 hoods. These new arrivals are so sleekly designed; they appear more like sculptures than functional elements engineered to provide exceptional air filtration. The four 30" - 48" width units are available in classic stainless steel or may be custom ordered in over 200 colors for the ultimate in design customization.

"Miele ventilation hoods really do move air in style," states Jan Heck, President Miele Canada. "Our newest ventilation hoods offer clean, simple lines that are so beautiful – they feel more like commissioned art, than functional appliances. In fact, each one is carefully crafted – almost entirely by hand – by the artisans working at Miele's Arnsberg, German production facility."

Designers will love the choices with the new styles ranging from 30" to 48" wide, including both island and wall installations. With over 200 RAL colors, designers can fully customize or simply stand out in stainless. All the hoods come with 4 speeds, centered controls, delayed shutdown (for either 5 or 15 minutes) and programmable filter timers that indicate when it's time to wash the dishwasher-safe filters. Built-in smart technology alerts the vent hood if it is left on its most intensive level to automatically shut off in 10 minutes. Each wall hood may recirculate air as well as vent to the exterior, while the island hoods are vented-only. The new products also come complete with integrated halogen lighting (plus dimmer function) to provide a superior view of what's underneath and to provide ambiance.

Island Hoods

DA 5321 D - Décor Island Hood

Width: 48"

Double sided blower – 625 cfm

Offered in stainless steel or custom order in 200 RAL colors

DA 5100 D - Décor Island Hood

Width: 40"

Double sided blower – 625 cfm

Offered in stainless steel

Wall Hoods

DA 5381 W – Décor Wall Hood

Width: 30"

Double sided blower – 625 cfm

Offered in stainless steel or custom order in 200 RAL colors

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DA 5391 W – Décor Wall Hood

Width: 36"

Double sided blower – 625 cfm

Offered in stainless steel or custom order in 200 RAL colors

DA 5190 W – Décor Wall Hood

Width: 36"

Double sided blower – 625 cfm

Offered in stainless steel

DA 5321 W - Décor Wall Hood

Width: 48"

Double sided blower – 625 cfm

Offered in stainless steel or custom order in 200 RAL colors

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About Miele

There are only a few brands in the world that have sustained their vision, traditions and quality for more than a century. Fewer still that can claim consistent family ownership and international brand name integrity. And only one that is recognized for creating the world's most innovative appliances. Founded in 1899 with a single promise of Immer Besser, a German phrase meaning Forever Better, Miele has dynamically grown to become the world's largest family-owned and operated appliance company with over 15,000 employees in 39 countries.

As a premium appliance brand represented on all five continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. The company's innovative heritage, state-of-the-art design and engineering aesthetic have inspired comparison to other German brands synonymous with innovation: Mercedes-Benz and BMW.

Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; built-in convection, speed and steam ovens; cooktops; ventilation hoods; and coffee systems. The domestic appliance product assortment will expand in the third quarter of 2008 to include refrigeration and wine storage units specifically designed to exceed the performance, design and durability expectations of the North American consumer.

In addition, Miele Professional offers commercial cleaning equipment such as laboratory, medical and dental, commercial dishwashing and laundry systems.

For more information, consumers and design professionals can call 800.643-5381, log on at miele.ca or visit one of Miele's modern product showrooms in Montreal, Toronto or Vancouver.

Miele and the Environment

Miele has a long history of environmental leadership. Every detail is considered from the production process and shipping to household use and to the appliance's ultimate disposal. Miele's production facilities operate to strict DIN EN ISO 14001 environmental performance standards and Miele recently signed the CECED code of conduct to support human rights and environmental protection globally.

In operation, Miele constantly strives to make every product respect our natural resources. As an example, since 1990 Miele has reduced water consumption by 42.4% and electricity by 29.2% in domestic machines. The same environmental ingenuity has been applied to domestic dishwashers where in the last 15 years water consumption has been reduced by 50.3% and energy use cut by 33.8%. Additionally, from 1990-2002 advancements in Miele oven technology led to a 29% reduction in energy. Miele's active leadership role in global organizations like the International Electrotechnical Commission (IEC), Energy Star®, the Association of Home Appliance Manufacturers (AHAM) and others demonstrate the company's serious position regarding the protection of our global environment.

An unprecedented quality pledge guides Miele to produce appliances that are designed to last for 20 years of continuous use – far longer than the average. And their high metal content and clearly marked plastic components are ready for recycling once the product's useful life is complete – reducing landfill waste and conserving raw materials for future generations

www.miele.ca