

PRESS RELEASE

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Small washers deliver big features and design flexibility

New compact W3000 series washers offer large capacity and MasterCare™ programs

VAUGHAN, ON ... February 2008 —Miele, the world's most innovative appliance company, has launched their new W3000 compact laundry systems. Built into every W3000 is Miele's intuitive MasterCare™ technology — an easy-to-use suite of over 18 programs that gently, yet thoroughly, clean virtually everything including woolens, silks, comforters and other delicate fabrics once washed by hand or sent to a dry cleaner. The W3000's boasts Miele's revolutionary and patented Honeycomb Care™ wash drum that protects and extends the life of clothing by a factor of four (proven in independent tests). The new product assortment is expansive and offers a host of design possibilities with the ability to fit tight spaces with under-the-counter, stackable and condenser dryer models available. A high-quality stainless steel finish is also available.

Master of Clean

"Today's homeowner can forget everything they know about doing laundry... temperature, spin speeds and even the size of the load," states Jan Heck, President of Miele Canada. "MasterCare™ — the brains behind the W3000 — is programmed by clothing type — so a user selects the clothes they are washing and the machine already knows how to effectively clean and care for them.

Recognizing that a real laundry zealot is acutely aware of the cleaning process and has a desire to control it, Miele offers the option to set a custom wash program. Custom wash options include the manipulation of six temperature and six spin settings, extended wash for removing heavy soil and a sensitive setting with an added rinse to remove detergent residues.

MasterCare™ programs include: Normal, Wrinkle-Free, Sanitize, Hand Wash, Woolens, Silks, Custom, Extra White, Delicates, Denim/Jean, Dress Shirts, Pillows, Outerwear, Table Linens, Beach Towels, Express, Drain/Spin, Quick Rinse.

Green While You Clean

Miele has a long history of environmental leadership and is totally committed to using raw materials, energy, water and other natural resources sparingly. Intelligent Water Intake sensors on the W 3000 uphold Miele's century long, global pledge to use only as much water as necessary and not a single drop more. These high standards allowed Miele to become the first appliance manufacturer in the world to gain certification to the stringent International Environment Standard DIN EN ISO14001 and every Miele washing machine qualifies for the Energy Star® Program.

Honeycomb Care™ Technology

Independent tests prove that Miele's Honeycomb Care™ technology helps clothes last up to four times longer versus other washers. The secret is the patented Honeycomb Drum™ — an engineering feat that enhances cleaning performance while preserving clothes and other washables. The masterful design protects and cushions fabrics as they spin in the wash, rinse and dry cycles.

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Design Flexibility

The W3000 series offers total design flexibility with under-the-counter and stackable laundry models in white or stainless that integrates into a laundry room, kitchen or bath. The stacking kit includes a convenient folding tray between the units that extends when you need it. Dryers may be vented or condenser (for installation into places where an outside wall is not available). Optional appliance pedestals (model WTS 420) put the washer and dryer at a more ergonomic height for easy loading and unloading, while its roomy drawer provides convenient storage for detergents and accessories below.

Honeycomb Care™ Dryer

The matching tumble dryers have a wide range of patented sensor controlled and timed drying programs including Turbo, Gentle and Full Load modes. Miele's signature Touchtronic™ microprocessor monitors everything from moisture levels to drying temperatures making adjustments as needed to prevent over drying and over heating fabrics. The result is unparalleled laundry care with more uniform drying and significantly reduced creasing — requiring less ironing. The design life of a Miele tumble dryer is more than 5,000 cycles, which is equivalent to a 20-year life expectancy.

For more information on the W3000 series, please visit miele.ca.

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

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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