

Miele Named 'Best of Best' by Prestigious Global Luxury Source

The Robb Report awards Miele's laundry system top honour

Vaughan, ON – August 6, 2008 – Miele's Full-Size Touchtronic™ fabric care system has been named "Best of the Best" Appliance in *The Robb Report's* Annual "Best of the Best" issue featuring the luxury world's most exceptional new products and services.

Currently in its 20th year, *The Robb Report* "Best of the Best" issue is the result of a year's search for the most extraordinary products, services and destinations offering readers an unprecedented selection of goods exemplifying the very finest that the luxury world has to offer. It's the ultimate resource for affluent consumers.

"To be singled out by *The Robb Report* on their Best of the Best list is a great honour," said Kelly Lam, Director, Marketing, Miele Limited. "Miele strives to produce the world's most innovative home appliances and works hard to live up to our promise of "Immer Besser". This recognition by industry experts definitely reinforces our mission to make the best quality products," he added.

The report noted that while Miele has always been known for its top-of-the-line washers and dryers, until recently the products were geared to a mostly European audience, and therefore had been sized for smaller loads. Now with the North-American introduction of Miele Full-Size fabric care system, the appliances represent a rare breed that combines the best of both worlds: large-capacity washers and dryers that are gentle on your clothes.

Now in its 32nd year, Robb Report is the international authority on luxury lifestyle. Each month, the magazine reports on issues and trends affecting the affluent market, with coverage of exclusive events and features on exceptional automobiles, motorcycles, aircraft, art, jewellery, watches, fashion, travel, homes, wines, spirits, and cigars.

About the Full-Size Touchtronic™ Fabric Care System

The Miele Full-Size Touchtronic laundry collection easily and safely launders a wide range of clothing including woollens, silks and other delicate fabrics once washed by hand or sent to a dry cleaner. Intuitive MasterCare™ technology, available on the top-of-the-line W 4840 model, adds an enhanced program selection to optimize the care and cleaning of outerwear, comforters, dress shirts and much more. Consumers no longer have to know the temperature or spin speed - Miele's laundry is programmed by clothing type - so a user selects the type and the machine already knows how to effectively clean them.

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Miele has achieved more than 10 patents for the Full-Size system's technological advancements - increasing its longevity, cleaning performance, energy savings and quiet, stable operation. A few of these patented features include: the Honeycomb Drum™ that is proven to extend the life of clothing four times longer than other washers; a new aerodynamic lint filter on the tumble dryer that reduces the total dry time by keeping a continuous airflow; and, the optional appliance stand / storage drawer with a patented shelf for setting laundry baskets at the perfect height for sorting, loading and unloading. For pricing and availability please visit www.miele.ca.

About Miele

Long considered a household name in Europe and worldwide, Miele has exploded 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. Consumers wishing to learn more about Miele can call 1-800-565-6435 or visit www.miele.ca.

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