

# PRESS RELEASE

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## Press Release

**Richmond Hill – February 2005** – Miele Canada celebrated the opening of its newest Mielehaus Design Centre with an elegant and exciting grand opening ceremony, held on November 30, 2004.

The opening of Mielehaus Vancouver was attended by customers, Miele dealers, local dignitaries, architects, designers and members of the media. The event featured remarks by Dr. Reinhard Zinkann and Dr. Markus Miele, Managing Directors and Co-Proprietors of Miele Worldwide.

Dr. Miele commented on the aesthetics and value of the Mielehaus Design Centre: "Here in Vancouver we have tried to evoke an atmosphere which befits the high-end appliances Miele produces and to showcase our products to best effect. And, looking around me, I can see that that objective has been achieved in this modern, beautifully designed showroom...Over an area covering around 5,000 square feet, you will find the entire product range stocked by Miele here in Canada. This place not only opens its doors wide to welcome consumers, but should also be the first port of call for dealers wishing to show prospective customers the entire Miele product line-up. And time spent wandering through this beautiful exhibition, discovering the Miele world, is, I am sure, time well spent."

More than a showroom, the Mielehaus Design Centre is a gathering place and resource centre for both Miele owners and those thinking about purchasing a Miele appliance. Throughout the year, Mielehaus Vancouver will be hosting a variety of workshops and demonstrations, highlighting Miele innovation in kitchen design and culinary performance. Hosted by a Miele Professional Chef, the interactive events afford the opportunity to experience Miele appliances first-hand.

Dr. Miele remarked on the success of similar events at the Mielehaus Design Centres in Toronto and Montreal; "...this interesting and multi-faceted showroom exhibition will serve to bring the Miele brand closer to the hearts and minds of those who live in Vancouver and the surrounding area... we are planning the type of events which have met with such an excellent reception in Toronto and Montreal."

The opening of the Mielehaus Design Centre in Vancouver underscores Miele's success in the Canadian marketplace. Jan Heck, President of Miele Canada points to the company's growth in Western Canada specifically. "The significance of this region to Miele will grow with the opening of the Mielehaus Design Centre, ensuring that Vancouver remains an important focal point of business in Canada."

Mielehaus Design Centers are also located in Toronto and Montreal.

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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 North America with its sleek design, superior engineering and unparalleled service.

Founded in 1899 on the premise of Immer Besser – Forever Better, Miele has distinguished itself in the appliance market through innovative technology, and quality that makes its products built to last. As the world's largest family-owned appliance company, Miele is steadfastly committed to the highest performance, quality and environmental standards.

The firm's innovative heritage, state-of-the-art design and engineering have inspired frequent comparisons to other German innovators like Mercedes Benz and BMW.

For more information, consumers and design professionals can call 800-643-5381, log on to [www.miele.ca](http://www.miele.ca), or visit a Mielehaus Design Centre in Montreal, Toronto or Vancouver.