

PRESS RELEASE

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Miele Dishwashers Rate #1 by North America's Top Interior Designers Second Year Running!

TORONTO, ON ... March 2005 – Miele Dishwashers Rated #1 By North America's Top Interior Designers Second Year Running

House & Garden Magazine has just named Miele to be the #1 dishwasher in their coveted The Best on the Best 2005 survey. Miele was also voted #1 dishwasher in 2004 - the first year for the survey. After polling the nation's top interior designers for their secrets and advice on the best products, Miele dishwashers came out victorious over all domestic and imported brands. House & Garden will feature comprehensive editorial on the winning brands in the publication's April 2005 issue.

Miele is honoured to receive this prestigious recognition by *House & Garden* and most importantly from the design community itself. It's a testament to our corporate motto, Immer Besser (Forever Better), as well as to the high performance, innovative design and enduring quality of Miele products.

The Best on the Best is a landmark survey of the nation's top interior designers in an effort to ascertain the design community's preferred brands and products across a broad range of home design categories. A 15-page questionnaire went to leading design professionals nationwide. The questionnaire covered 4 major design categories and 38 sub-categories. Questions were open-ended, enabling respondents to make their choices without prompting. Hundreds of designers replied to the survey - an extraordinary response given the survey's length and breadth. An independent market research firm tabulated the survey results.

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 independent 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 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.

www.miele.ca