

PRESS RELEASE

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A Festival of German Christmas

RICHMOND HILL, ON ... October 11, 2005 – The Ninth Annual Christkindl, a Festival of German Christmas.

Miele, a leader in advanced appliance technology and design, is a gold sponsor for the 9th Annual Christkindl, a Festival of German Christmas. The festival takes place from November 30th through December 4th at Kitchener City Hall in Kitchener, Ontario.

Scents, colours, music and voices of a traditional pre-Christmas German Market will mesmerize you as you take part in this year's event. Hosted in Kitchener, a city founded by German-speaking Mennonites over 200 years ago, discover the Christkindl tradition and let the fellowship of the season and the fun of the festival capture your spirit.

Miele has been a proud sponsor for three years, and intends to further its commitment for future years to come. With free admission, a chance to win a trip to Germany and a draw for one of two Miele vacuums, experience Christkindl with a German flare.

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 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.

Consumers wishing to learn more about Miele can call 800 643 5381 or visit www.miele.ca.