

PRESS RELEASE

Contact:

Sylvia White-Tatemichi, Director, Marketing
905 707 7997 X232 or 800 643 5381 X232

The Bach Festival

RICHMOND HILL, ON ... September 9, 2005 – The Second Annual Toronto International Bach Festival.

Miele, the world's largest family owned and operated household appliance manufacturer, is a prominent sponsor for the Second Annual Toronto International Bach Festival at the University of Toronto. The festival which takes place from October 1 through the 9th is entitled "J.S. Bach in the World Today: The Poetry and Politics of Bach's Early Cantats".

Showcasing Grammy-award winner and world-renowned conductor Helmuth Rilling as the festival's Nicholas Goldschmidt Conductor on Residence will lead a series of lectures and concerts. High-profile artists and scholars will participate along with Toronto's own gifted musicians and university students in an interactive series of open rehearsals, lecture discussions and evening performances crafted to help the audience understand Bach's universal; message of peace and compassion.

"For Miele, the Bach Festival represents a unique and innovative initiative which further enhances Miele's mission and business goals," says Jan Heck, President, Miele (Canada) Limited. "I am particularly impressed with their *education through performance* approach and we are very proud to be associated with this very prestigious cultural event supporting German Culture."

The Bach Festival is a great way to learn through music and experience Bach from the performer's perspective.

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.

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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.