

PRESS RELEASE

Contact:

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S5 Vacuums – Power where it Counts

VAUGHAN, ON ... August 3, 2006 – Miele S5 Vacuum Series.

Quality, performance, convenience and hygiene, Miele is proud to introduce the new S5 series vacuum cleaners. The S5 line-up includes a brand new range of ultra lightweight models that are easy to carry. With a powerful 1200 W motor, the full-size compact vacuum cleaners ensure deep, thorough cleaning.

Our S5 vacuum cleaners incorporate a whole host of existing and practical features to ensure that vacuum cleaning is never a dull chore, nor an unhygienic affair. Despite their power, they are extremely quiet due to the suspension system and the motor insulation. The dustbag has a 4.5 litre capacity with rounded corners for efficient filling and a reinforced base to prevent tearing including a variety of filtration guards to meet your own personal and hygienic needs. With easy to use and practical tools, plus optional accessories to help customize your cleaning methods, vacuuming those tight corners and stairwells will be effortless.

Available in four models, our S5 vacuum cleaners are tested to last 1,000 hours, which translates into almost 20 years of normal use. Miele is so confident in this new series that we back up the vacuum cleaner motor with a seven-year warranty. The S5 series of vacuums offer the finest in engineering and uncompromising floor care solutions.

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.

- 30 -