

PRESS RELEASE

Contact:

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Miele Canada and Doug Philpott Inner-City Children's Tennis Fund partner to support tennis for inner-city children.

VAUGHAN, ON ... January 16, 2007 – Miele is proud to announce an exciting new three-year sponsorship with the Doug Philpott Inner-City Children's Tennis Fund. As an exclusive presenting sponsor of the annual Philpott Ladies' Invitational Tournament and Banquet, the Invitational Tournament brings together women who have a passion for tennis and charity with the goal of helping to support access to tennis for inner-city children.

"We are delighted to take a leadership position with such a valuable grassroots community program", stated Jan Heck, President of Miele Canada. "The Philpott program plays a valuable role in developing the physical and life skills of many of our neediest children."

"We are extremely grateful for Miele's involvement with our biggest fundraiser, the Philpott Invitational," stated Coulter Wright, President of Philpott's Board of Directors. "With their help, we will not only be raising more funds for our children's camps but we will be making this an event to remember for the over 250 women from Toronto's tennis community who play for our cause."

Since 1991, the Philpott Children's Fund has helped introduce Toronto inner-city children to tennis. Qualified instructors have taught children the basics of the game, but equally important, they have helped them learn valuable lessons about interpersonal skills and discipline.

Miele's sponsorship with the Doug Philpott Inner-City Children's Tennis fund will further enhance Miele's social involvement and commitment within local community.

For more information regarding the Doug Philpott Inner-City Children's Fund, visit the website at <http://www.tennisonario.com/philpottfund/howfunds.html>.

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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.

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