

PRESS RELEASE

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Booster power makes the new Miele induction a *super hot* addition

Miele introduces precision control induction cooktops

VAUGHAN, ON ... January 2008 – Miele has launched induction cooktops in North America. Legendary in Europe, Miele will set a new standard for precision control in the induction appliance category in the United States and Canada with the introduction of a large five zone 6” unit (model KM 5773). This advanced culinary cooking surface boasts several unique features including an innovative, yet easy-to-use timing function, multiple power boosters, cookware recognition and auto heat program.

“Induction offers savvy chefs and discriminating homeowners the best of both gas and electric combining precise performance with the ease of cleaning a smooth, flat façade,” states Jan Heck, President Miele Canada. “While on the surface, most induction cooktops look the same - there are many hidden benefits engineered right into the Miele design. From our unique sensor controls and programming functions to the modular internal construction the new Miele induction cooktops raise the bar for induction in the world.”

“Induction is finally finding a home in the North American market given the growing trend towards energy conservation and increased regulations/restrictions in kitchen ventilation,” continues Heck. “Beyond its stellar performance and sleek design, induction is tremendously efficient, using less energy and since there’s no open flame – less ventilation as well. In certain regions of the country, induction has added advantages. For instance, in higher elevations, where the air is thinner, gas doesn’t burn as efficiently making induction the alternative of choice. In warmer climates, induction is a necessity, since it doesn’t produce residual heat which keeps kitchens cooler and more comfortable.”

Miele’s Power Booster Feature:

Power Boosters reduce cooking times by raising the temperature setting to its maximum for ten minute intervals. Every zone has a booster available and these powerful cooktops can operate with 2 boosters simultaneously. Miele’s induction cooktop performance is so fast that cool tap water instantly begins to heat when the booster function is selected. Even a very large vessel of cold water will boil long before the booster’s ten-minute interval is complete.

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Miele's other induction features include:

- Sensor Controls provide precise heat control with a featherlike touch. Located underneath the ceramic surface, the control area has a smooth, flat finish that is very easy to keep clean.
- Stop and Go Function immediately reduces the power level of all active cooking zones to a simmer so that the user can leave the cooktop for a moment (e.g., to answer the phone). When selected again all elements resume their previous settings.
- Auto Heat-Up gives an initial boost to the normal power output to bring the pan up to temperature rapidly. The heat then reduces automatically to the chosen output for continued cooking.
- Programmable Functions allow homeowners to customize their Miele induction cooktop's timer and power range, audible tones and safety locks.
- Cookware Recognition will only activate an element when a suitable magnetic metal pan is placed on it. The size of the pan is recognized and heat is only generated by the circumference of the pan thereby saving energy and time.
- Hot Zone Control recognizes when a pan is removed from an active zone and automatically switches the zone off, guaranteeing safe, easy operation.
- Protection Against Overheating automatically senses if empty cookware is heated, or if grease or oil is heated at a high power level, and then reduces the power level or even turns off if it is affecting the elements.
- Spill-Over Control recognizes if a liquid spills over or if a dishtowel is left on the controls to prevent accidental burning.
- Residual Heat Indicators display a symbol for each cooking zone to show whether it is still hot. Although the heating element is not the heat source – long-term heat from the cookware transfers to the Ceran® surface.
- Memory Program (available on model KM 5773) can be used to store up to five favorite meals to ensure the same great results time after time.
- Timer can be set from 1m – 9.5h for any of the zones or other applications... such as a kitchen timer. The zone switches off automatically at the end of the selected time duration, making cooking easy and safe.
- Safety Switch Off provides an extra safety precaution and switches itself off after a preprogrammed maximum operating time - depending on the power level being used.
- System / Child Safety Lock prevents any unwanted setting changes and also prevents children from operating the cooktop.

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How Induction Works

Induction uses magnetic fields to transfer energy directly to cookware. The induction element stays cool, while the vessel heats up rapidly for extremely efficient cooking.

Like gas, induction is exceptionally easy and quick to control. The ability to precisely control the power makes induction perfect for all types of cooking. It is highly reactive and exceedingly safe. The cooking surface is cool in operation and only generates heat where the pan sits. As soon as the pan is removed, the flow of heat stops immediately.

From a technical standpoint, the element's electronics power a coil that produces a high-frequency electromagnetic field. The field penetrates the metal of the ferrous (magnetic-material) cooking vessel and sets up a circulating electric current, which generates heat. The heat generated in the vessel is transferred to the vessel's contents. The field doesn't affect objects outside of the cookware and as soon as the vessel is removed from the element, or the element is turned off, heat generation stops. The cooktop itself has pot recognition and won't, for instance, begin to heat a ring, watch or even a spatula left on the surface.

Induction-Ready Cookware

In order for cookware to be used on an induction surface it needs to be able to support a magnetic field. The rule of thumb is that if a magnet readily clings to the base of the cookware, that piece is induction ready. High-grade magnetizable stainless steel, enameled cast iron is usually induction friendly, while copper, glass, aluminum and other nonferrous metals are not.

Benefits of Induction

- Cool - induction doesn't give off ambient heat, so the kitchen environment is more comfortable, reducing the need for cooling and ventilation.
- Safe – induction coils are flameless and residual heat left over from the cookware dissipates quickly, reducing the chance of burns and creating a safer work space.
- Efficient – induction warms pans 25-35% faster than other methods, increasing productivity and reducing energy usage.
- Clean – durable induction cooktops wipe clean easily since there is no radiant heat to bake on spills or grease.

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About Miele

There are only a few brands in the world that have sustained their vision, traditions and quality for more than a century. Fewer still that can claim consistent family ownership and international brand name integrity. And only one that is recognized for creating the world's most innovative appliances. Founded in 1899 with a single promise of Immer Besser, a German phrase meaning Forever Better, Miele has dynamically grown to become the world's largest family-owned and operated appliance company with over 15,000 employees in 39 countries.

As a premium appliance brand represented on all five continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. The company's innovative heritage, state-of-the-art design and engineering aesthetic have inspired comparison to other German brands synonymous with innovation: Mercedes-Benz and BMW.

Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; built-in convection, speed and steam ovens; cooktops; ventilation hoods; and coffee systems. The domestic appliance product assortment will expand in the third quarter of 2008 to include refrigeration and wine storage units specifically designed to exceed the performance, design and durability expectations of the North American consumer.

In addition, Miele Professional offers commercial cleaning equipment such as laboratory, medical and dental, commercial dishwashing and laundry systems.

For more information, consumers and design professionals can call 800.643-5381, log on at miele.ca or visit one of Miele's modern product showrooms in Montreal, Toronto or Vancouver.

Miele and the Environment

Miele has a long history of environmental leadership. Every detail is considered from the production process and shipping to household use and to the appliance's ultimate disposal. Miele's production facilities operate to strict DIN EN ISO 14001 environmental performance standards and Miele recently signed the CECED code of conduct to support human rights and environmental protection globally.

In operation, Miele constantly strives to make every product respect our natural resources. As an example, since 1990 Miele has reduced water consumption by 42.4% and electricity by 29.2% in domestic machines. The same environmental ingenuity has been applied to domestic dishwashers where in the last 15 years water consumption has been reduced by 50.3% and energy use cut by 33.8%. Additionally, from 1990-2002 advancements in Miele oven technology led to a 29% reduction in energy. Miele's active leadership role in global organizations like the International Electrotechnical Commission (IEC), Energy Star®, the Association of Home Appliance Manufacturers (AHAM) and others demonstrate the company's serious position regarding the protection of our global environment.

An unprecedented quality pledge guides Miele to produce appliances that are designed to last for 20 years of continuous use – far longer than the average. And their high metal content and clearly marked plastic components are ready for recycling once the product's useful life is complete – reducing landfill waste and conserving raw materials for future generations

www.miele.ca