

Press Release

For Immediate Release

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MIELE'S FEATURE-RICH NEW S5 SERIES MAKES VACUUMING FUN AND EFFORTLESS

The S5 is a multi-tasking wonder that elevates vacuuming from a chore to a pleasurable experience.

Princeton, NJ, August 1, 2006 – Miele announced the introduction of the new S5 vacuum series – six feature-rich vacuums that come standard with innovative features to make cleaning house a breeze. This important new series is a perfect complement to the innovative S4 series launched last year. Now, consumers can pick from a wide selection of Miele products priced from \$249 to \$1,149 (list).

“Vacuuming with a heavy, cumbersome machine makes cleaning a chore,” states Tracie Davis, Marketing Manager for Miele, Inc. “That’s why every new vacuum from Miele, including our S5 series, comes equipped for ease-of-use, unmatched performance and importantly, durability – so you won’t have to buy a new vacuum for the next 20 years. Everything we put into these vacuums makes it a pleasurable experience for the homeowner – from the cord that provides a 30 foot radius and the button you push to automatically retract it; to the powerful Vortex™ motor that removes dirt in one sweep; or the wheels that rotate 360 degrees so the canister never tips. We understand our customers’ lives are hectic and that’s why we offer them a high performance tool that cuts down the time and effort they spend cleaning, so they have more time to enjoy their home and their family.”

Features that Make Cleaning Easier than Ever Before

NEW silence setting

All Miele vacuums are known for their quiet performance, but a special sound insulation makes the S5 the quietest Miele vacuum ever made. Shhh... is that a pot of water boiling or an S5 vacuuming?

NEW Parquet Floor Tool

Parquet Floor Tool comes standard with most S5 vacuum and is lavishly appointed with horsehair and synthetic bristles that are specifically engineered to collect dust and dirt more effectively. Its exclusive swivel head angles effortlessly to fit completely flush against walls and corners for cleaning previously hard-to-reach areas.

Six level power adjustment

One power level does not suit all types of cleaning and the S5 is outfitted with SIX power settings. Lower levels clean delicate drapes without damage and area rugs without lifting them off the floor. Higher power levels effectively remove dirt from smooth floor surfaces and carpeting, ensuring the S5 won’t ever need to run over the same area twice.

Automatic setting detects flooring and sets power level

The only thing better than having six power settings to effectively clean different surfaces is the convenience of never needing to touch them. Available exclusively on the Miele S5 Aquarius model (S5580) is an automatic sensor that detects the surface it is cleaning and adjusts to the optimum power level.

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NEW Extra long cord goes the distance

The S5 is fitted with an extra long cord giving the homeowner a radius of nearly 30 feet before they have to change sockets, plus a convenient retraction system that neatly pulls in all that cable and hides it away until it's needed again. The cord automatically dispenses as well so the homeowner doesn't need to pull the entire cord out of the vacuum. It releases cable as it goes so there's just the right amount of tension between the outlet and vacuum, lifting the cable up off of the floor so the vacuum head can clean under it.

NEW Parking system allows for breaks

When the phone rings, the S5 offers a convenient park system that allows the wand and floor tool to be placed in a holder on the back of the canister. The wand is then easily accessible when it's time to begin vacuuming again. Similar parking features on both sides of the canister (to accommodate both left- or right-handed individuals) allow the wand and floor tool to be attached in order to carry the vacuum, one-handed, to another location. This is especially important when climbing stairs, so there's a free hand to hold the railing.

Tools integrated on board

Three key cleaning tools - a crevice nozzle for hard to reach corners, an upholstery tool that picks up crumbs and a dusting brush for ceilings and corner cobwebs – are neatly integrated under the hood of the vacuum. Easily accessible and always on hand, their built-in compartment also ensures they won't be misplaced.

Stable around the curves

360-degree castor wheels on solid steel axles ensure a stable turn without tipping. This quality design feature makes it easy to glide over thresholds and around obstructions.

Surround bumper strip protects furniture

A soft plastic bumper strip is fully integrated around the vacuum to protect furniture from unwanted damage.

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About Miele

Long a household name in Europe and worldwide, Miele is exploding onto the scene in the United States 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 with a century-long resume of major innovations.

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, 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, vent hoods and coffee systems. In addition, Miele Professional offers commercial cleaning equipment such as laboratory glassware washers, industrial parts cleaning systems, dental disinfectors and commercial wet cleaning systems.

For more information, consumers and design professionals can call 800-579-4583, log on at miele.com or visit one of Miele's modern product showrooms in Beverly Hills, CA; Boca Raton, FL; Chicago, IL; Dallas, TX; Denver, CO; Princeton, NJ; Wellesley, MA; Salt Lake City, UT; San Francisco, CA; and Seattle, WA.

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