

Press Release

For Immediate Release

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INDOOR AIR FILTRATION IS A NATIONAL CONCERN STUDY CONFIRMS OVER ONE HALF OF THE U.S. POPULATION HAS ALLERGIES

**Miele's new S5 vacuum is HEPA-Certified to clean not only homes,
but the air in the home as well – reducing allergens at their source.**

Princeton, NJ, August 1, 2006 – Based on data from the third National Health and Nutrition Examination Survey, researchers found that 54.3 percent of Americans tested had a positive skin test response to at least one of the ten allergens tested. A positive skin test result may mean the individual is more vulnerable to asthma, hay fever and eczema. The highest prevalence rates were for dust mite, rye, ragweed and cockroach allergens. Using a new Miele S5 vacuum cleaner will help control these and other allergens by removing them from the environment. The Miele S5 vacuum is uniquely designed to capture and remove fine particles as it cleans the home.

“For Miele, safeguarding the air its customers breathe is a priority,” stated Tasmin Weston, Product Manager for Miele vacuum cleaners in the United States. “Indoor air quality is a concern for everyone, not just those with allergies and asthma.” Vacuuming can contribute greatly to indoor air pollution if a vacuum doesn’t retain the dust, dirt and allergens it collects from floors and furnishings. That’s why it’s so significant that the S5 series (and S4 series) has been awarded HEPA certification by the DMT Air Quality Testing Institute for “excellent air quality.” This means the entire vacuum, and not just the filter, conforms to the most stringent standards for filtration (EN1822). Miele was the first to receive this prestigious certification for its innovative Sealed System™ technology. The key to Miele’s exceptional filtration is their exclusive combination of a Sealed System™ made of quality components, an electrostatic IntensiveClean Plus™ dust/filter bag and a selection of three high-quality filter cartridges that include a post-motor HEPA filter with a charcoal insert for odor control.

IntensiveClean Plus™ Dust/Filter Bag

The innovative IntensiveClean Plus™ dust/filter bag is made from five layers of random-spun fiber that ensures that dirt, dust and allergens stay in the bag. The first layer includes a perforated rip-proof protection foil that cushions the impact of sharp items that might otherwise rupture a lesser dustbag. The next plies give the bag its stability, volume and tear-proof properties and ensure good dust filtration. The electrostatic filter forming the fourth layer attracts and binds finer dust particles to prevent them from being shaken out on removal from the unit. The last level of bag filtration is another layer of random-spun fabric that further adds to the bag's strength and durability. Importantly, as the consumer removes the IntensiveClean Plus™, the bag’s unique smart-roller shutter mechanism automatically closes the bag so that nothing will escape into the air as the bag is disposed of.

Advanced Active HEPA Filter

Any minute particles that may pass through the labyrinth of fibers in the IntensiveClean Plus™ dust/filter bag will be captured by the S5’s advanced HEPA filter. The filter also includes a charcoal layer to capture odors and is positioned after the motor as a last point of defense when air exits the vacuum.

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Sealed System™ Technology

Miele vacuum cleaners, including the new S5 series, have a completely dust-tight Sealed System™ that prevents particles that enter the vacuum from being re-released into the air. The S5's well-sealed casing together with the Active HEPA filter represents a real benefit to allergy sufferers as confirmed by certificates issued by the DMT and TÜV materials testing institutes.

Independent Studies Endorse Filtration Performance

Over the years, Miele has garnered many test reports and awards that underline the efficiency of this approach to filtration. As early as five years ago, Miele was awarded HEPA 12 certification after testing according to the new European EN 1822 standard. The testing validated that no air can bypass the advanced filtration system on Miele vacuum cleaners and that no dust is expelled back into the room. And, at the end of 2002, Miele machines passed the exacting tests to obtain the hygiene seal of approval from Germany's TÜV laboratories for the first time. For this report, discharged air was checked in a standard procedure for traces of fine particles, domestic dust, fungal spores and allergens. The test results confirmed that emission values were below the critical medical and allergological values for dust-borne pathogens with respect to domestic dust heavily contaminated with allergens and fungal spores. Additionally, Miele vacuum cleaners were proven to actually reduce the levels of pollutants in ambient room air. The S5 passed these tests and the certificate was awarded in October 2005.

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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