

Press Release

For Immediate Release

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MIELE REINVENTS VACUUMING... AGAIN WITH THE LUXURIOUSLY QUIET NEW S5 VACUUM SERIES

Princeton, NJ, August 10, 2006 – Miele, the premier innovator in vacuum cleaning for over 75 years, announced the introduction of the luxuriously quiet new S5 vacuum series. The S5 series includes six full-featured vacuums in vibrant colors that reflect current design trends from retro Java Green and Capri Blue to classic Polar Ice, to premium Silver. Every vacuum in the series has been fitted with a unique sound dampening feature that allows the vacuum to powerfully perform its cleaning functions in virtual silence.

Beyond the S5's colorful exterior, the real beauty of the vacuum lies with its improved cleaning performance. A breakthrough Parquet Floor Tool comes standard with most S5 vacuums 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.

"We have paid careful attention to every curve and line ensuring that the only thing rivaling the S5 series vacuums' beauty is its functionality," states Tasmin Weston, Product Manager for Miele vacuum cleaners in the United States. "These vacuums are so stunning, it would simply be a shame to hide them in a closet. The S5 series represents a re-launch of Miele vacuum cleaners. The luxury, full-featured vacuum in a wide array of fashion colors is what Miele is known for the world over. This important new series affirms our leadership position in this market and is a perfect complement to the innovative S4 series launched last year. Now, consumers can pick from a wide selection of Miele product from \$249 to \$1,149 with the confidence that any vacuum they pick will be custom fit for their flooring needs and is designed to last for 20 years of uncompromising performance and advanced filtration with noiseless operation."

Set for Silence

The S5 vacuum provides two forms of noise protection. An inventive double skin layer on the exterior and a soundproofed motor reduce noise dramatically even at the highest power settings. In addition, the S5 has a "Silence" setting that provides an ideal combination of suction performance and sound emissions and can be turned on from the power display. Used in combination, the S5 performs brilliantly without raising a racket.

Indoor Air, a Point of Difference

For Miele, safeguarding the air its customers breathe is a priority. 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.

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Miele S5 Series – page two

Custom Fitting Vacuums to Homes

Consumers can customize their new S5 vacuum by outfitting it with the appropriate tools for their home. Vacuums do not come “one-size-fits-all,” so Miele makes a variety of tools for optimal cleaning. Every authorized Miele dealer is trained to ask consumers what type of flooring they own and to provide recommendations for the perfect vacuum customized to fit their needs. A vacuum bought out of a box may not clean effectively since it wasn’t made for every home’s flooring. Worse, the vacuum may have aggressive cleaning tools that could damage area rugs or delicate flooring. The first stop for anyone considering a new vacuum purchase should be an independent dealer who can provide advice and customized service to fit the vacuum to the homeowner’s needs. Miele floor tools include:

- Full-size Powerbrush – height adjustable for cleaning medium and thick pile carpets.
- Mid-size Powerbrush – a floating head and swivel neck is just right for low and medium pile carpet care.
- Combination Rug and Floor Tool – shifts from low pile carpet to smooth floors with a click of a switch.
- Turbobrush – a rotating roller brush activated by air is ideal for cut pile and provides an excellent finish.
- Parquet Floor Brush – genuine horsehair bristles gently and thoroughly clean tiled and wood floors. An agile head swivels at 90-degree angles and fits perfectly into corners and against walls as well as cleaning tightly around table legs.

Quality Tested to Last 20 Years

Every Miele vacuum that leaves the production line in Bielefeld, Germany is put through rigorous quality checks before it is deemed worthy to bear the “Miele” name. In fact, Miele’s unique Vortex Motor System™ is engineered to last for an average of 20 years of residential use – and to provide the same superior suction in year 20 as it does in year one. Like the durable and powerful Miele-made Vortex motor, all of the S5’s parts are road-tested for endurance. Tests include: the cable-pull test, which pulls and retracts the reel over 10,000 times; a threshold test, to ensure the castors, bumper strip and casing can withstand miles of door bumps and curves; the hose test, that stretches the hose thousands of times and the floor test, to ensure the brushes and accessories work properly and can survive repeated falls.

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Miele S5 Series – page three

The S5 Series Vacuums:

Ariel (S 5210) – Retail Price: \$549

Color: Polar Ice; Combination Carpet/Smooth Floor Tool.
Recommended for low pile and smooth floors.

Pisces (S 5280) – Retail Price: \$699

Color: Royal Blue; Turbobrush and Parquet Floor Brush.
Recommended for medium pile carpets and smooth floors.

Callisto (S 5280) – Retail Price: \$849

Color: Deep Black; Electric Powerbrush and Parquet Floor Brush.
Recommended for medium to high pile carpets and smooth floors.

Gemini (S 5380) – Retail Price: \$899

Color: Java Green; Parquet Floor Brush and Optional Electric Powerbrush, Deluxe Handle.
Recommended for medium to high pile carpets and smooth floors.

Aquarius (S 5580) – Retail Price: \$999

Color: Capri Blue; Parquet Floor Brush and Optional Electric Powerbrush, Deluxe Handle, filter indicator.
Recommended for medium to high pile carpeting and smooth floors.

Capricorn (S 5980) – Retail Price: \$1,099

Color: Luna Silver; Parquet Floor Brush and Optional Electric Powerbrush, Deluxe Handle, filter indicator.
Recommended for medium to high pile carpeting and smooth floors.

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Miele S5 Series – page four

Key Features of New S5 Series:

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?

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.

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 automatic 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.

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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Miele S5 Series – page five

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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