

MIELE MASTERCHEF OVEN COLLECTION WINS PRESTIGIOUS 2004 DESIGN AWARDS

Princeton, NJ – January 2004 – Miele, the 105-year-old family-owned appliance company with U.S. headquarters in Princeton, New Jersey, has earned four distinguished 2004 design honors: the iF design award 2004, the American Building Product Award, the Good Design Award and the first annual *Woman's Day Specials Kitchen & Bath 2004* Best New Product Awards.



Since 1954, the iF design award has been recognized as one of the most important design competitions worldwide, attracting over 1,600 entries from 32 different countries each year. After rigorous examination, a jury of top international designers selected the Miele MasterChef oven for the iF award, to be presented in Hanover, Germany in March 2004.



Miele MasterChef oven in stainless steel.



The 8th annual American Building Product Award is presented by *Home Magazine*, which celebrates the years' best building products. A group of recognized designers selected the Miele MasterChef oven as an outstanding example of breakthrough technology and advanced design, as well as a practical approach to home improvement.

Miele shared the spotlight with 11 other manufacturers, including:

Baldwin Hardware
Franke, Inc.
Icynene
James Hardie Building Products
Jeld-Wen
L.E. Johnson

Moen, Inc.
SieMatic Corporation
Tulikivi U.S. Inc.
Walker Zanger
Wasco Products, Inc



The MasterChef warming drawer: the perfect complement to the award-winning MasterChef Oven.

imagination and originality stretch the envelope of innovation beyond what is considered standard product and consumer design. Winners are announced at the end of January.

The *Woman's Day Specials Kitchen & Bath Awards* were judged based on excellence in design and technical innovation. Winners will be featured in the February 2004 issue of *Kitchens & Baths*.

"We are honored to be selected for these prestigious awards," said Paul McCormack, Marketing Manager of Domestic Products at Miele. "It is a testament to Miele's ongoing commitment to quality, technology and innovation, and we humbly accept these awards on behalf of the international design and engineering groups at Miele."

Miele's MasterChef oven is the world's first programmable oven, with the capacity to store more than 30 customized cooking instructions. This unique oven lets the consumer choose the food type they're cooking and then does the rest, selecting the perfect time, cooking mode and temperature. MasterChef also delivers the most precise heat settings available, with accuracy to within 1°F.

"We liked the MasterChef oven because it was like having an extra brain in the kitchen," said Carolyn Weber, Building Editor *Home Magazine*. "The various cooking modes and customized programs were the coolest we saw in the category."

The award will be bestowed during the International Builder's Show January 19, 2004 in Las Vegas, Nevada.

The Good Design Award is presented by the Chicago Athenaeum: Museum of Architecture and Design. The award focuses international recognition upon designers and manufacturers whose

The MasterChef oven collection retails from \$2,399 for a single oven to \$3,399 for a double oven with stainless steel finish. A matching Warming Drawer retails from \$899 to \$949. Consumers wishing to learn more about Miele can call 888-346-4353 or visit miele.com.

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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 the United States and 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 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: Mercedes Benz and 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.