

Contact: Katie Weaver and Raquel Tanz

G&S Business Communications

212.697.2600 x1282

mielepr@gscommunications.com

Monique Robinson

Miele

800.843.7231 x2513

monique.robinson@mieleusa.com

New Wine Units Offer Exquisite Features

Elegant wine storage offered in both freestanding and under counter configurations

Miele, the largest family-owned luxury appliance company, has developed new top-of-the-line wine storage units that are as elegant as they are customizable. The new models are complete with exclusive features to allow for unadulterated enjoyment of wine. With their sophisticated yet modest design, these products blend seamlessly with any interior.

Freestanding

For the first time in company history, Miele is introducing a freestanding wine storage unit (KWT 6832 SGS), allowing wine connoisseurs the ability to store and showcase their wine without limits. The beautiful units provide storage for up to 178 bottles* in three independent temperature zones.

A noticeable addition to the unit is the Sommelier Set, exclusive to Miele, consisting of a glass holder, ConvinoBox, and space to display three treasured wine bottles. The wine glasses are securely hung from the rack and chilled to the ideal serving temperature. Two small compartments in the ConvinoBox offer space for accessories such as corkscrews, waiter's knives and chalk crayons.

For the safe storage of precious wines, the unit is equipped with variable FlexiFrame bottle racks, which can be easily repositioned to suit various bottle sizes. In addition, blackboard-type magnetic strips on the bottle rack can be used to organize and label the stock of wines in storage in the unit. To ensure optimal taste, the Decanting Rack can be slightly inclined to allow wine sediment to slowly settle at the bottom and stay separate from the wine when poured.

Low-key lighting at the top of the unit paired with the solid wood bottle presenters allows for exceptional display of collection highlights.

Under Counter

Another Miele first, with the launch of the new under counter wine storage is the ability to choose from two different units or pair them side-by-side.

Sitting on the smallest of footprints and standing less than 35 inches, Miele's new under counter wine units do not let their size affect performance – the single zone KWT 6312 UGS has ample space for up to 46 bottles and touts some of the same features of its larger counterpart—the Sommelier Set** and FlexiFrame being two of the most noteworthy examples.

The dual zone KWT 6322 UG pairs nicely side-by-side and has space for up to 34 bottles.

With the elegant but unobtrusive design, they will blend-in seamlessly with kitchen and interior designs as the doors are handleless; they respond to slight pressure to open (Push2open). Upon closing, the doors are automatically drawn toward the cabinet from a certain angle.

The new wine storage units are energy efficient and guarantee constant storage temperature through the uniform circulation of cold air (DynaCool). Additionally, each unit features vibration-free suspension on the compressor and prevent the transfer of odors through the use of an active charcoal filter (Active AirClean). Thanks to the new push action, the filter can now be replaced without first having to remove bottles.

**SommelierSet only on KWT 6312 UGS

About Miele US

Miele is steadfastly committed to the highest quality, performance and environmental standards. Miele's range of exceptional consumer appliances includes: ranges; built-in convection, speed, steam and combi-steam ovens; cooktops; ventilation; dishwashers; refrigeration; wine storage; espresso/coffee systems hoods laundry systems; rotary irons; and vacuum cleaners. The professional division offers laboratory glassware washers, medical washer- disinfectors, dental disinfectors, laundry systems, dishwashers, and a line of marine appliances.

With 11 showrooms available nationwide to explore the product assortment, including the US headquarters in Princeton, NJ, Miele is one of the most desirable brands in household and professional appliances.

To learn more, visit www.mieleusa.com, www.facebook.com/mieleus, www.youtube.com/mieleus and follow us @MieleUSA.

###