



For Immediate Release:

Contact: Katie Weaver or Raquel Tanz
G&S Business Communications
212.697.2600
mielepr@gscommunications.com

Monique Robinson
Miele
800.843.7231 ext. 2513
monique.robinson@mieleusa.com

Miele Introduces The World's Most Sophisticated Range
Products truly 'Designed for Life'

Princeton, NJ - After extensive research, development and consumer validation, Miele introduced a series of the world's most sophisticated ranges. Following the launch of Generation 6000, Miele's Range series has redefined the category. Inspired in both design and performance, the Miele Range is the culmination of over 100 years of expertise, offering intuitive controls, extraordinary automation and harmonious design to delight even the most discerning customer.

"At Miele, we never stop imagining, innovating and achieving new heights and the Range series is the latest example of that," said Nick Ord, President of Miele USA. "Designed specifically for the North American market, this series will completely revolutionize the category with the most innovative, high-performance and expertly designed pieces to hit the market since the category was first introduced. "

Harmonious Design

Miele's Generation 6000 built-in appliances offer the consumer the ability to have one, unifying design throughout their kitchen. The Range Series is a perfect complement – offering a seamless look and common user interface. The design exudes quality and functionality from its heavy duty knobs, with unique backlit feature, to the sturdy handle that completes the refined professional look.

Precise Performance

The oven technology offered in the range is the same technology that Miele has been perfecting since the company introduced the built-in oven category in 1974. The oven is a fully-functioning convection oven, including features like MasterChef™ and MasterChef Plus™ with over 100 semi-automatic culinary programs and 15 fully automatic bread programs respectively. The cooktop delivers superior flexibility with the M Pro dual stacked burner system –offering up to

19,500 BTUs and TrueSimmer capability. On 36 and 48" models, the option of a high power M Pro grill and M Pro infrared Griddle are available for customized cooking.

Purposeful Innovation

Miele has long believed that innovations should be for the purpose of simplifying and improving the user's experience. Features of the Range include the ComfortLift Panel, which tilts at 35° with the touch of a button for easier visibility, the Wireless Roast Probe for safe and precise performance and Moisture Plus™ technology that introduces bursts of steam for the perfect cooking environment for succulent meats and golden, flaky crusts. All Dual Fuel and Induction Ranges also feature the M Touch display panel, a highly intuitive user interface that allows for easy navigation with the swipe of a finger.

Effortless Operation

Offered in sizes from 30 to 36 to 48 inches, and in power options from All Gas, All Electric, Induction and Dual Fuel, a Range is available to fit every kitchen configuration. Refined operation is present in details like the ComfortSwivel Handle and Soft Close and Soft Open. Cleaning and maintenance are made effortless with ComfortClean dishwasher-safe grates and a Clean Touch Steel™ front resistant to fingerprints and smudges.

Flagship Model

The 48" Dual Fuel model is unmistakably the masterpiece of the collection. Complete with a fully-functioning convection oven, a speed oven (combining convection and microwave technologies), a warming drawer and up to 8 burners. The cooktop is also available with the M Pro Grill or M Pro Infrared Griddle. This range will guide the user to extraordinary culinary adventures.

Visit mieleusa.com to register to receive more information on the Range and options available.

About Miele

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele has dynamically grown to become the world's largest family-owned and operated appliance company with more than 16,600 employees, 12 production facilities and representation in nearly 100 countries. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance and

environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; ranges; built-in convection, speed, steam and combi-steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and espresso/coffee systems.

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

###