



For Immediate Release:

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Miele Unveils 10 Percent Off Kitchen Package

The world's most inspiring kitchen – at an inspiring price

Princeton, NJ – Miele, the largest family-owned luxury appliance manufacturer, has announced a 10 percent off promotion on a Miele Kitchen Package through December 4th, 2017. A similar promotion occurred earlier this year and became a delight to many customers looking to update their kitchen.

Customers can visit one of Miele's 12 Experience Centers around the country or a participating appliance retailer near them to select the appropriate kitchen package. The promotion works as follows:

1. First select a Miele Range OR Cooktop/ Rangetop & Oven (with the inclusion of Convection, Speed or Combi-Steam)
2. Then choose a Miele Dishwasher
3. Finally, choose at least one additional qualifying appliance

"This is the first year Miele is providing product promotions and we are pleased with the positive feedback we've received from our dealers and customers," said Christian Schwarz, Vice President of Marketing at Miele USA. "Miele is excited to provide an offer that equips more consumers to take advantage of quality appliances that have received more than 60 test and product review awards."

"In my profession, as a designer, I work with premium brands on a daily basis and therefore I am very familiar with Miele's aesthetics, functionality and quality," said Lynn Alison Cone, a Tri-State area customer who utilized an earlier Miele kitchen promotion. "When I was renovating my own kitchen I was ecstatic that I could take advantage of the 10 percent off to have a Miele kitchen of my own."

To qualify for Miele's promotion:

- Purchase applicable Miele products between July 28th - December 4th, 2017
- Pre-register your order at www.mielerebates.com
- Receive delivery by August 31st, 2018
- Complete your rebate claim by returning to www.mielerebates.com by September 30th, 2018
- Allow six to eight weeks for fulfillment (post submission)

Learn more about Miele promotions at: www.mieleusa.com/promotions.

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 or www.youtube.com/mieleus, and follow us on www.facebook.com/mieleus and Instagram @MieleUSA.

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