



MIELE LAUNCHES #MielePets PHOTO CONTEST

Winner Receives A Miele Complete C3 Cat & Dog Vacuum, Plus Additional Prizes for Mini-Contest Winners

Princeton, NJ – Miele, the world's leading manufacturer of premium domestic appliance, is pleased to announce the start of the brand's first-ever #MielePets photo contest. Participants can begin submitting photos starting Monday, October 8, 2018 for a chance to win a [Miele Complete C3 Cat&Dog vacuum](#) (valued at \$999).

"Owning a pet comes with the great joy of sharing photos and stories with family and friends," said Christian Schwarz, Vice President of Marketing for Miele, Inc. "As a brand that develops vacuums to help pet owners keep their home clean of pet hair, dander and odor, we are excited to see all the fun and interesting photo submissions."

Starting October 8 to midnight on October 20, participants can submit a photo of a pet with any Miele appliance. Visit [Miele's USA Facebook](#) page to enter. Voting will begin October 22 and last through November 4, 2018. The photo that receives the most votes from the contest wins.

Voting will open up to the public on October 22. Voting is limited to one vote per day per email address. So make sure you inform your family, friends and your pet network to vote.

The winner will be announced, on the company's Facebook page, on November 12, 2018.

Concurrently with the #MielePets photo contest several other mini contests will occur on the Miele USA Facebook page.

The contest is in association with the company's industry leading line of [Cat&Dog](#) vacuum models. Designed for pet owners, these models are equipped with Miele's sealed filter system, HEPA filtration, quiet motor, and accompanying tools for upholstery, which all equate to a clean, quiet and convenient vacuuming experience for you and your pet.

For complete contest dates and rules, visit the #MielePets Official Rules on [Facebook](#). #MielePets photo contest open to US residents only.

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 20,100 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 assortment 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. A line dishwashers and laundry units for professional use are also available.

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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