

## MIELE ANNOUNCES WINNER OF THE #MielePets PHOTO CONTEST

*Hundreds of Pet Owners Submitted Entries. Thousands Cast Their Vote. Shazam, the Laundry-Loving Border Collie Wins the Close Race.*

**Princeton, NJ** – Miele, the world's leading manufacturer of premium domestic appliances, is pleased to announce the winner of the company's first-ever #MielePets photo contest. Edging out hundreds of entries the winning pet photo is Shazam, the laundry-loving Border Collie from Chicago, submitted by his owners Michelle & Gregg.

"We submitted the fluff and fold photo because Shazam actually does help with the wash. Being a Border Collie, he likes to have a job and putting the laundry in the Miele washer, piece by piece, is his role" Michelle stated. "He also puts folded clothes away in drawers. So he literally does the laundry."

"The phrase 'a picture is worth a thousand words' rings true after hearing how Shazam is truly connected to the household's washing machine," said Christian Schwarz, Vice President of Marketing for Miele, Inc. "We congratulate Shazam and his owners and thank everyone for submitting their wonderful pet photos. All the entries, views, and votes helped make this a great contest."



Shazam's winning photo earns his owners a [Miele Complete C3 Cat&Dog vacuum](#) (valued at \$999).

Michelle informed Miele that she has severe allergies and the Miele Cat&Dog vacuum will be essential for keeping dust, dander and Shazam's fur off the floors and rugs. "The new vacuum will help keep our house healthy," Michelle added.

To view submissions from the #MielePets photo [click here](#).

To learn more about Miele's assortment of floorcare, laundry, and kitchen appliances visit [www.mieleusa.com](http://www.mieleusa.com).

### 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 of dishwashers and laundry units for professional use is also available.

To learn more, visit [www.mieleusa.com](http://www.mieleusa.com) or [www.youtube.com/mieleus](http://www.youtube.com/mieleus), and follow us on [www.facebook.com/mieleus](http://www.facebook.com/mieleus), [www.twitter.com/MieleUsa](http://www.twitter.com/MieleUsa) and [www.instagram.com/MieleUSA](http://www.instagram.com/MieleUSA).

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