

MIELE LAUNCHES NEW MASTERCOOL REFRIGERATION LINE WITH A HOST OF NEW FEATURES

Over 35 New SKUs Feature Innovative Design and Technology

Princeton, NJ – Miele, the largest family-owned luxury appliance manufacturer is launching over 35 new options to offer customers unmatched customization when it comes to their cooling needs. Notable additions are 24" refrigerator and freezer towers and 36" French Door, and an assortment of wine storage units.

Instead of minor updates, Miele completely redesigned the MasterCool line with features that will provide ultimate usability for the customer. The demand for mobile enabled appliances is high and Miele's WifiConn@ct allows the user to control temperatures, switch on programs, receive alerts and order accessories from anywhere through the Miele@Mobile app (available on Android and iOS devices).



The interior of the units features a glare-free metallic finish and BrilliantLight that illuminates the full interior. The new MasterSensor high quality color touch display makes program selection easy and aligns with Miele's other built in appliances.

Through the DoorAssist program customers can choose to go handleless with the new Push2Open feature; with slight pressure applied to the door, it will open gently to an ajar position. If the customer prefers handles, the Pull2Open technology will reduce the amount of force needed to open the door.

The launch of MasterCool also includes new 24" built-in wine storage units. The new units come with the SommelierSet for premium display of wine bottles, glass and tool storage and even allows for cooling of opened bottles of wine. FlexiFrame Wooden Racks are made of beech wood for a more pleasant aroma and can be adjusted to perfectly hold any bottle type.

Miele loyalists will be happy to find the familiar humidity controlled drawers and the DynaCool system in these units. DynaCool is the dynamic movement of air to counteract heat rising and cooler air falling within the cavity of a refrigerator or freezer. The cavity maintains consistent and intended temperatures from front to back and, most importantly, from top to bottom. Additionally, this airflow ensures the freshness of food by eliminating stagnation.

The MasterCool line is set to launch in the summer of 2019 with prices starting at \$6,299.



About Miele

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele is the world's leading manufacturer of premium domestic appliances 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 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.

Contact:

Monique Robinson

[800.843.7231 x 2513](tel:800.843.7231)

mielepr@mieleusa.com

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