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MEDIA RELEASE

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INTRODUCING THE MIELE GALLERY PERTH

26 August 2008.....Miele Australia continues to roll out its most impressive showroom concept with the launch of the Miele Gallery Perth.

This new Gallery space reflects the style of other Australian Miele Galleries presently operating at Knoxfield, Melbourne, South Melbourne and Brisbane. In addition, plans are well underway for Miele Galleries in Sydney, Adelaide and Auckland, New Zealand.

These Galleries mirror other such spaces in key international locations such as the Miele Forum in Gütersloh, Germany, the Experience Centre in the United Kingdom and others in Warsaw, Moscow, Dubai and Cape Town.

Each Australian Miele Gallery is designed to creatively present Miele's outstanding ranges of premium domestic and commercial products in an impressive display where lifestyle is the theme.

Miele appliances are not simply put on display, rather, they cleverly take centre stage to reinforce the Miele brand image characterised by quality, style, innovation and durability. Splashes of vivid colour give impact to Miele's comprehensive showcase of prestigious cooking appliances, refrigeration, dishwashers, coffee machines, laundry care and floor care products on display.

An extensive live kitchen is a significant and striking inclusion to all Miele Galleries. Here, complimentary cooking classes, demonstrating the various attributes of Miele's H5000 series cooking appliances products, will be conducted on a regular basis as well as classes featuring demonstrations by celebrity chefs.

For the launch event, Miele Ambassador Shannon Bennett of Melbourne's internationally renowned Vue de monde restaurant has created a special menu with each dish designed to be produced from a specific cooking appliance within the H5000 series range. Shannon's brigade will prepare these dishes on the evening. It certainly proves that professional results can be replicated with Miele domestic cooking appliances due to their versatility and technical superiority.

In his ambassadorial role, chef and restaurateur Shannon Bennett will also design signature dishes for use in forthcoming Miele cooking demonstrations.

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Introducing the MIELE Gallery Perth *continues...*

To meet the Miele Gallery philosophy, the Miele Gallery Perth is complete with art pieces interspersed within its space to further create the sense of a true gallery; a welcoming lifestyle environment for both homemakers and professionals, be they architects, specifiers, builders or interior designers.

The Miele Gallery is truly visionary. Its interior was designed by the Australian architectural company RBI Architecture, whose principal, Robert Blair, worked closely in association with Miele architects in Germany.

Managing Director Michael Jeanes is most enthusiastic about the potential of the Miele Gallery Perth.

“The Miele Gallery Perth is a Western Australian showpiece which, like all other Miele Galleries, is a first-class facility unrivalled within Australia. It is sure to inspire customers as they view the latest and most comprehensive ranges of our prestigious appliances.

“The Galleries are designed to enable homemakers and professionals alike to easily select the ideal specifications that meet their needs so they can confidently finalise their purchase with any of our Miele Chartered Agents,” Mr Jeanes said.

The Miele Gallery Perth demonstrates why Miele, after more than 100 years, continues to lead the world market in quality, product innovation and design.

Located at 205-207 Stirling Highway, Claremont, the Miele Gallery opens Monday to Friday, from 9.00am to 4.30pm.

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Miele – anything else is a compromise

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