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For immediate release:

**Riedel Exclusively Recommends Perfect Glass Care via Miele's Dishwasher  
Miele and Riedel Announce Global Partnership at US Press Event**

Princeton, NJ – Miele and Riedel Crystal officially announced a strategic global partnership at a recent US press event, held at Miele's Manhattan Gallery in the Architects and Designers Building. Following scrupulous laboratory testing and research, Riedel will now endorse Miele as the optimal dishwashers to ensure long-lasting brilliance of the brand's Austrian and German-made crystal stemware. Miele, the 112-year-old German manufacturer of premium domestic appliances and commercial equipment will likewise support Riedel as its preferred glassware brand through all brand communications and promotions.

Editors from top design, home, food/wine, and bridal publications joined Nick Ord, CEO Miele USA and Maximilian J. Riedel, CEO Riedel USA for an evening that demonstrated why Miele dishwashers are the best appliances suited for fine Riedel crystal glassware. Guests enjoyed Riedel's comparative glassware tasting in the gallery's tasting room, where they discovered the benefits of varietal-specific glassware.

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“Riedel’s luxury glassware requires regular, safe and effective cleaning to ensure maximized long-term quality and appearance,” Maximilian J. Riedel explained. Recent independent laboratory testing has shown that Riedel glasses have an estimated lifespan of 1,500 washing cycles when washed properly in a Miele dishwasher. This is the statistical equivalent of the average number of washes during a 20 year timeframe. Gentle and thorough cleaning has always been high on Miele’s agenda and so Miele dishwashers are featured with the patented Perfect GlassCare function. With this the machine ensures automatically that water hardness is ideal for the task of gently cleaning glasses. Furthermore the patented Miele 3D cutlery tray and the new basket design of generation G 5000 ensure the safe and secure positioning of stemware in the upper and lower basket. “Miele’s expert dishwashers offer superior results and have been proven to exceed standards required when caring for fine Riedel crystal,” he adds.

A complete guide to Riedel glassware care, giving detailed explanations on loading Riedel glasses properly, selecting the best wash cycle, and choosing cleaning accessories will be offered on a consumer-focused microsite, accessible via both [www.riedelglasscare.com](http://www.riedelglasscare.com) and [www.mieleglasscare.com](http://www.mieleglasscare.com), scheduled to launch summer 2011.



Nick Ord, CEO Miele USA (left) and Maximilian J. Riedel, CEO Riedel USA (right) announce global partnership at US press event.



### **About Miele**

Founded in Germany in 1899 with a single promise of *Immer Besser*, 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, representation in nearly 100 countries and annual turnover of €2.83bn, approximately \$3.62 billion (2009/10).

As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. The company's innovative heritage, state-of-the-art design and engineering aesthetic have inspired comparison to other powerhouse German brands synonymous with innovation: Mercedes-Benz and BMW.

Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; built-in convection, speed and steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and coffee systems. Additionally, Miele Professional (the commercial product division) offers dishwashers, washing machines, tumble dryers and rotary irons for commercial use as well as washer-disinfectors for medical, dental and laboratory applications. To learn more, visit [www.mieleusa.com](http://www.mieleusa.com).

### **About Riedel**

Riedel, 250 year-old global leader in varietal-specific crystal glassware, is the first in history to recognize that the taste of wine is affected by the shape of the glass from which it is consumed. Riedel has been recognized as the unrivaled "wine friendly" glassware brand to complement specific wines and spirits. Famous for its ground-breaking introduction of the world's first "wine friendly" glass, the Burgundy Grand Cru in 1958 and mouth-blown Sommeliers collection unveiled in 1973, Riedel has become the brand of choice for wine connoisseurs, hospitality professionals, and educated consumers worldwide. Recognized for transforming the wine culture over the past 50 years, Riedel's design-focused decanters, various stemware lines, and stemless "O" collections have been selected for display at the Museum of Modern Art, Corning Museum of Glass, San Francisco MOMA and more. Riedel is distributed widely throughout Europe, the Americas and Asia, and can be found at the most exclusive fine dining establishments throughout the world. For more information, please visit [www.riedel.com](http://www.riedel.com).

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