

Facts about allergic disease:

- Allergy is the number one cause of asthma.
- 50 million Americans suffer from allergic diseases, or 1 out of every 5 people.
- Worldwide, the major allergen producer is the dust mite, which lives in carpeting.
- Below the age of 9, 2 children per 100,000 die each year from asthma.
- One of the worst ways to bring dust mite feces into the air is to vacuum the floor with a conventional cleaner. Many vacuum cleaners leak, blowing allergy causing particles into the air.
- Miele's completely sealed system ensures that virtually all of the allergens, dust and dirt it vacuums are captured in the exclusive Triple Filter System.

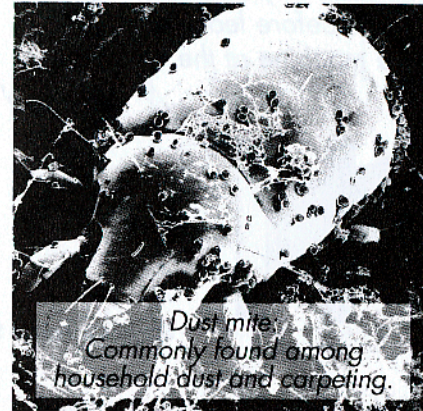


Miele®

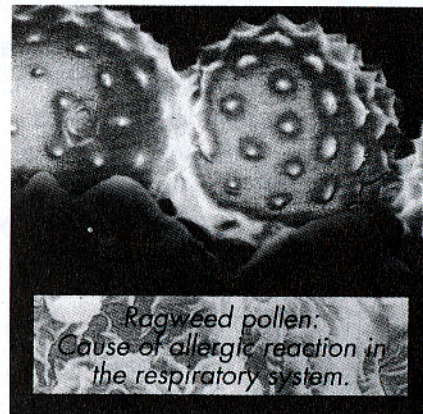
Anything else is a compromise.

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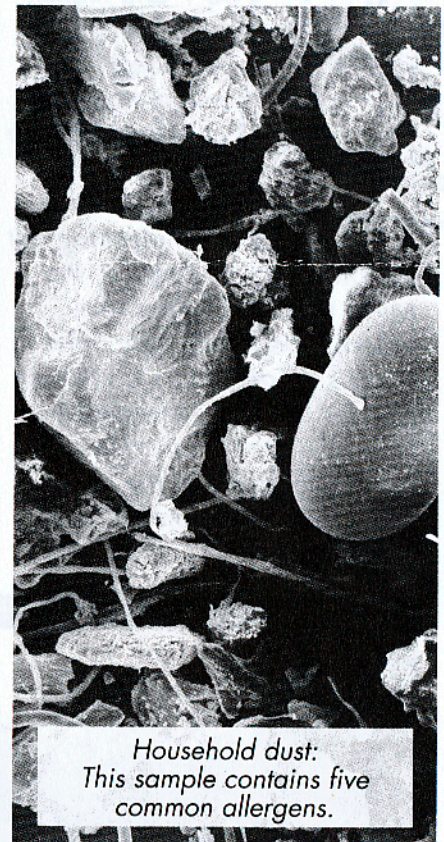
The facts about common household allergens...



Dust mite:
Commonly found among household dust and carpeting.



Ragweed pollen:
Cause of allergic reaction in the respiratory system.



Household dust:
This sample contains five common allergens.

And Miele's proven ability to eliminate them.

Proof that Miele cleans the air you breathe.

The fact is, your carpeting and upholstery are home to the major common allergen producer:

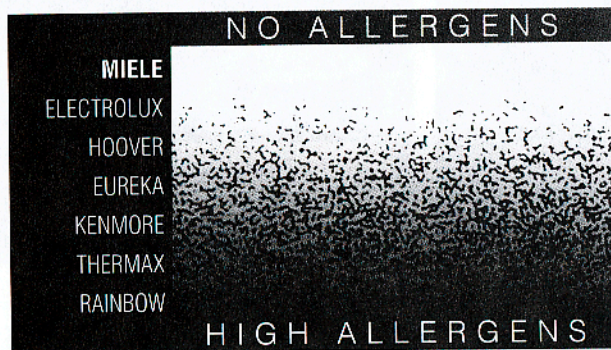
Clinical Aspects of Allergic Disease

University of Virginia
Department of Medicine

The dust mite. They thrive in room temperatures of 60°F and higher, reproducing all year long.

In a study conducted by the Division of Allergy and

Clinical Immunology at the University of Virginia, the Miele vacuum cleaner was tested, along with eight other brands, to determine if vacuum cleaner efficiency affects the level of airborne allergens commonly found in the home, such as dust mite matter and pet dander.

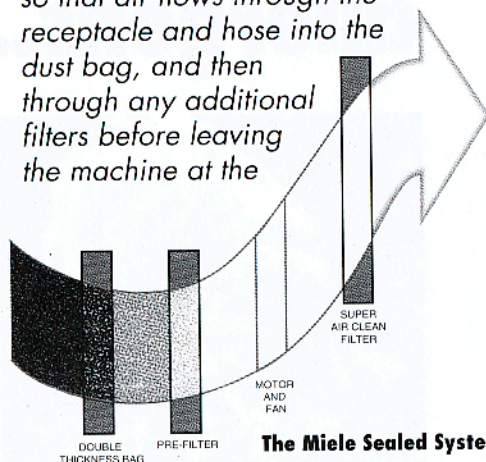


The results indicate that some vacuum cleaners substantially increase allergens in the air. While Miele was found to be the most effective vacuum cleaner, by not only cleaning

your home, but by cleaning the air you breathe.

Miele. The complete system.

Vacuum cleaners are designed so that air flows through the receptacle and hose into the dust bag, and then through any additional filters before leaving the machine at the



The Miele Sealed System

exhaust. While some vacuum cleaner manufacturers claim to be able to contain 99.9% of the dust and dirt their filters take in, the important thing to know is how much of the dust and dirt you vacuumed actually makes it's way to the filter.

The fact is, there are some very effective filters on the market. But there are problems with vacuum

cleaners leaking, allowing dust and allergens to escape before they reach the filter. In some instances they escape through poor sealing of the machine, floating back into the air for up

to 8 hours, therefore compromising the effectiveness of the filter. Even if a vacuum cleaner filter captures 100% of the dust and allergens that reach it, the filter may actually be containing less than 50% of the total allergens that are originally vacuumed.

The University of Virginia findings regarding Miele's high rate of allergen containment state: "...the vacuum cleaner dust bag is the critical factor in limiting emissions..." Their findings also suggest that other vacuum cleaner dust bags, in conjunction with poor connections between the hose and dust bag, not only leak, but are prone to bursts of allergen emission. Our exclusive Triple Filter process, operating within a completely sealed system captures virtually all of the dust, dirt and allergens it vacuums.

Miele vacuum cleaners are built with critical attention to all of the seals, creating a completely sealed system to ensure that virtually every bit of dirt it picks up is captured in the

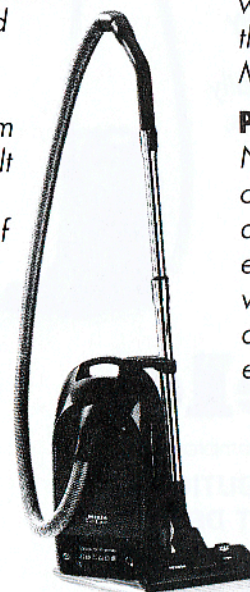
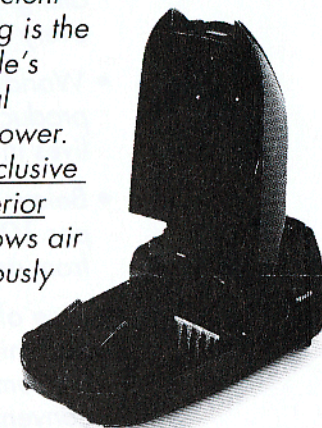
filter. You will receive the full benefit of the best filter system available because you will be using the most secure vacuum cleaner being made today.

Miele also contains some impressive power.

Miele's efficient engineering is the key to Miele's exceptional cleaning power. Miele's exclusive ribbed interior design allows air to continuously circulate around the dust bag, maintaining maximum and constant suction even as the bag is filled. This innovative feature, in conjunction with the motor, is responsible for the true power superiority that Miele vacuum cleaners possess.

Process of elimination.

Now that you have the facts on common household allergens, and proof of Miele's ability to eliminate them, choosing a vacuum cleaner should be only another simple process of elimination.



Miele®

Anything else is a compromise.