



## Miele Presents Artist, Interior Designer David Bromstad Live At Pacific Sales Inside Best Buy West Los Angeles Store

HDTV star to present delicious design ideas in store

**What:** Artist, designer and TV host David Bromstad will share his colorful take on creating the ideal kitchen space integrating Miele appliances. Bromstad will speak, sign autographs and interact with fans as well as perform a live painting demonstration. Following the event, Bromstad's completed, original canvas will be raffled off with proceeds from the sale of the raffle tickets to benefit Meals on Wheels of West Los Angeles, a local non-profit dedicated to delivering nutritious meals and friendship to individuals who are unable to plan, shop, or prepare meals for themselves due to illness, disability, or advanced age. .

Bromstad graduated from the Ringling College of Art and Design in Sarasota, Florida and began his career as an illustrator for The Walt Disney Company. He was the season one HDTV's Design Star Winner which ultimately launched Bromstad as star and host of the popular HGTV's show *Color Splash*.

As a Miele brand enthusiast, Bromstad experienced the appliance line firsthand while cooking at the Miele showroom. He continues to incorporate the brand into his kitchen design projects as well as adding Miele products to his own personal kitchen.

**When:** Friday, January 21 at 6:30 p.m. PST

**Where:** Pacific Sales inside Best Buy

11301 West Pico Boulevard

Los Angeles, CA 90064

310-268-9190

**Visuals:** David Bromstad interacting with design and Miele fans

David Bromstad painting on canvas

**Interviews:** TV crews and photographers welcome

### About Best Buy Co., Inc.

With operations in the United States, Canada, Europe, China, Mexico and Turkey, Best Buy is a multinational retailer of technology and entertainment products and services with a commitment to growth and innovation. The Best Buy family of brands and partnerships collectively generates more than \$49 billion in annual revenue and includes brands such as Best Buy; Best Buy Mobile; Audiovisions; The Carphone Warehouse; Future Shop; Geek Squad, Jianguo Five Star; Magnolia Audio Video; Napster; Pacific Sales; The Phone House; and Speakeasy. Approximately 180,000 employees apply their talents to help bring the benefits of these brands to life for customers through retail locations, multiple call centers and Web sites, in-home solutions, product delivery and activities in our communities. Community partnership is central to the way we do business at Best Buy. In fiscal 2010, we donated a combined \$25.2 million to improve the vitality of the communities where our employees and customers live and work. For more information about Best Buy, visit [www.bestbuy.com](http://www.bestbuy.com)

### About Pacific Sales

For more than 50 years, Pacific Sales has been the leader of superior, well-known brand name products for the home. The unbeatable prices, unsurpassed selection from entry-level to luxury products along with superior product knowledge has positioned the company as the premier source for builders, contractors and designers, as well as a one-stop shopping alternative for consumers looking to save both time and money. Pacific Sales operates 35 stand-alone stores throughout California, Arizona and Nevada and was recently rated the No. 1 appliance chain in the nation for selection, knowledgeable staff, service, and product quality by a leading consumer research magazine.

Pacific Sales joined the Best Buy family of brands in 2006. As a wholly owned subsidiary of Best Buy, Pacific Sales expanded its appliances assortment within Best Buy stores, a "store within a store" (SWAS). Pacific Sales has four SWAS locations in California. For more information about the Pacific Sales experience, visit [www.pacificsales.com](http://www.pacificsales.com).

### About Miele

There are only a few brands in the world that have sustained their vision, traditions and high-quality standard for more than a century. Fewer still that can claim consistent family ownership and international brand name integrity. And only one that is recognized for creating the world's most innovative appliances. 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 over 16,600 employees, 12 production facilities, representation in nearly 100 countries and annual turnover of €2.83bn, approximately USD\$3.62bn (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.

For more information, consumers and design professionals are invited to call 800.843.7231, log on at [www.mieleusa.com](http://www.mieleusa.com) or visit one of Miele's modern product showrooms in Beverly Hills, CA; Boca Raton, FL; Chicago, IL; Dallas, TX; Princeton, NJ; New York, NY; Wellesley, MA; San Francisco, CA; Scottsdale, AZ and Seattle, WA.