

SPAR Australia

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MEDIA RELEASE

Secrets to success unveiled at 2009 SPAR Trade Show

After another successful year for SPAR Australia, the company's fifth annual trade show was the perfect opportunity to learn the best kept retailing secrets from some of the industry's most successful talent.

Hosted by comedian Marty Fields, the three day event was held at Jupiters Casino on the Gold Coast from October 1 to 3 and attracted 630 delegates from over 100 stores.

Suppliers were also in full force with 112 stands showcasing the latest products and exclusive trade show deals.

Cris Arnold from Coca Cola Amatil, winner of the best large stand at the show, was extremely impressed with the organisation of this year's event and the deals made with retailers.

"To make things more attractive for retailers we decided to change our format from last year's show and we ended up doubling our orders - taking 160 separate deals," Mr Arnold said.

"We also focused on the appeal and engagement of our stand. It was a case of 'less is more' by focussing on key new products and deals while having a lot of fun with the old Coke ads and a footy target competition."

The 2009 Annual General Meeting marked the start of the event where Chairman, Stephen Roger, confirmed an increase in store numbers and sales for SPAR stores over the 2009 financial year.

He also made the major milestone announcement that SPAR Australia had entered into a Permanent License Agreement with SPAR International.

<MORE OVER>

Among the show highlights was an inspirational appearance by husband and wife Guinness World Record holders, Heather Swan and Glen Singleman, and infamous Demtel commercial presenter Tim Shaw, who shared his experience to help retailers embrace SPAR's brand values and build long-lasting connections with their customers.

Workshops were held by Scott Driscoll, National Executive Director of The Retailers Association, and some of SPAR's most successful retailers to provide information and advice on today's important retailing issues, innovative ideas and proven retailing secrets.

The trade show culminated with a Moulin Rouge themed Gala Awards Night at the Gold Coast Exhibition Centre, where comedian Vince Sorenti entertained more than 400 guests and presented the 2009 SPAR STARS Retail Excellence Awards.

Awards were presented across a range of categories, including store presentation, marketing, food safety, mystery shopper, legal compliance, Gold Star Tobacco and Associate Member of the Year.

The highly-coveted store of the year award winners included:

- 5 Star Store of the Year Award: 5 Star Supermarket Blackall
- SPAR Express Store of the Year Award: SPAR Express Toowoomba Mackenzie Row
- SPAR Supermarket of the Year Award: SPAR West Kempsey
- SPAR Award for Excellence: Geoff Ashton

SPAR Supermarket of the Year Award winners, Geoff and Sue Bryon, said the trade show provided a great opportunity to find new ideas to help build their business.

"Between the workshops, guest speakers and general mingling, we found the show invaluable in terms of gathering lots of snippets from other retailers to make managing our business that much easier," they said.

"Each year we attend we come back with a real buzz and fresh enthusiasm to do everything we can to make our store the best it can be.

"We really enjoyed Tim Shaw and found him very inspiring. He had a strong message on what to expect in life and shared his advice on delivering great customer service. It was really good to refocus on those important things."

Geoff Ashton, winner of this year's prestigious SPAR Award for Excellence, added to the positive response from retailers.

"The guest speakers were excellent. Heather Swan and Glenn Singleman were a fantastic couple and made me come back very motivated to achieve what I want to achieve – it's amazing what you can do if you set your mind to it," he said.

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The SPAR brand is a global success boasting around 13,610 stores in 31 countries. SPAR is an acronym that means "Save" in Europe and last year, SPAR stores, all 100 percent locally owned, injected almost \$400 million in sales into Australia's retail economy.

Worldwide, the SPAR group serves more than 10 million customers every day and supports local communities all over the world by sponsoring local sporting clubs, charities and community events.

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