

SPAR Australia

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MEDIA RELEASE

Strong attendance and sales the highlight of 2010 SPAR Trade Show

More than 550 delegates attended and 99 suppliers exhibited at the 2010 SPAR Australia Trade Show held at Jupiter's Casino on the Gold Coast on October 7, 8 and 9.

Hosted by comedian and entertainer Paul Martell, the Trade Show also featured a performance by comedian and unique juggler, Marty Coffee while former Test cricketer and VFL footballer, Max Walker was the inspirational guest speaker during Saturday's breakfast.

Despite the Show's festive mood and regular entertainment, the serious side of the event was also a success with many suppliers reporting a significant increase in the volume of orders taken over last year.

According to wholesaler Strategic National's Senior Business Manager, Julie Read, a 35 percent increase in ranging at this year's show resulted in a dramatic increase in sales.

"We stocked product lines such as El Paso, Tresemme, Kikkoman, Latina Pasta, Betty Crocker and Aeroplane Jelly and while we don't have final figures yet, we know we've had a massive increase over last year," Ms Read said.

"The retailers obviously came ready to buy this year because many orders were pre-written and the deals were done as soon as they came to the stand.

"It really has been great and we will definitely be back bigger and better next year."

SPAR Chief Executive Officer Leigh Carson said this year's Show was an outstanding success despite the perception the market was still soft following the economic downturn.

"The suppliers came with some great deals and specials and the retailers came ready to buy. It was a great combination and hopefully a sign that the coming year will be a strong one," Mr Carson said.

More Over

During the Show, retailers who placed orders with suppliers became eligible to win hourly cash prizes and a major prize of \$20,000 cash.

During the Gala Dinner on the final night of the event, an ecstatic Pat Connor from the SPAR Urunga store was announced the winner of the major prize and presented with the winner's cheque.

Schweppes Australia took out the award for the Best Large Stand while Kellogg's Australia picked the Best Small Stand award.

Proceedings at the Trade Show commenced with the SPAR AGM during which SPAR shareholders formally acknowledged the 'very strong' performance of the company's warehouse.

During the Chairman's address to shareholders, Miles Hedge indicated that SPAR Australia had the strong commitment of SPAR International who were very supportive of SPAR Australia's engagement with an equity partner who had invested in the Australian business.

SPAR is a global success, operating in 31 countries around the world. SPAR stores are all 100 percent locally owned. SPAR injected almost \$400 million in sales into Australia's retail economy last year. 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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