

COLES INVESTS \$45 MILLION IN REFRESHING EVERY ACT STORE

Fresh new look for ACT shoppers plus 200 new jobs for locals

Embargoed until 00:01 12 October, 2011

Today (Wednesday 12 October) Coles officially unveils a fresh and exciting shopping experience for Canberrans following a territory wide investment of \$45 million.

The multi-million dollar investment – revamping each of the territory’s nine stores – solidifies Coles’ commitment to ensuring that every customer in ACT has access to high quality, fresh produce at great value.

Furthermore, the redevelopment has boosted the local economy by creating 200 new job opportunities across ACT.

Coles’ significant investment means shoppers across ACT can look forward to seeing upgrades at their local store, including a new market-style look which will display fruit and vegetables on ice for maximum freshness.

The nine fantastic new stores will also boast an army of qualified butchers, bakers and fishmongers – all passionate about their produce.

19 bakers, four fishmongers and 17 butchers will be rolling out an extensive range of the freshest goods; with butchers serving no added hormone beef just the way you like it and cuts of meat upon request.

Peter Walker, Coles ACT Regional Manager, commented: “We are delighted with the results of the redevelopment and looking forward to continuing to provide Canberrans with the best fresh shopping experience around.

“This investment is a clear demonstration of our dedication to giving our customers access to quality, fresh and delicious produce – our way of thanking the local community for their ongoing loyalty and for sharing our love of fresh food.

“We can’t wait to open the doors to our new-look stores and renew our commitment to offering a wide range of quality products at affordable prices, with friendly and helpful customer service to match.”

The re-launch of Coles’ flagship ACT store at Manuka will provide the backdrop to today’s grand reveal and ribbon cutting ceremony where Alana Lowes – MasterChef 2011 finalist and graduate of Canberra University – will bring the fresh new look store to life with a live cooking demonstration.

Alana will also be inviting one lucky customer to join her in a head-to-head cook-off with the freshest produce in town.

The Coles Sports for Schools program continues to excite the ACT community and has received record-breaking registrations in 2011. Since launching in July, 100 ACT schools have pledged commitment to get kids active and engaged in grassroots sport with the initiative – a 5% increase on last year.

ACT will boast nine new-look Coles stores by 2012*. The stores in Curtin, Chisholm, Jamison, Tuggeranong, Manuka, Belconnen and Queanbeyan trade between 6am to

11pm seven days a week.

For more information or to speak with a Coles representative, please contact:

Hannah Cheale

thrive pr + communications

03 9425 9111 / 0488 422 868

Hannah@thrivepr.com.au

Notes to Editors:

*Coles Woden will be completed by Autumn 2012 and Gungahlin by Winter 2012.