coles

MEDIA RELEASE

Thursday 14th April 2011

COLES CUTS THE PRICE OF WASHING DAY
- Popular laundry detergents cut by as much as 42%

Coles today cut the price of a wide range of laundry products in the next phase of its popular Down Down campaign which is lowering the cost of shopping for Australian households.

Prices on leading brands including Fab, Radiant, Dynamo and Cold Power as well as on Coles Brand products are being cut by as much as 42% from today. Savings include:

- Fab Ultra Laundry Powder Sunshine Fresh 2kg: was $11.99 now $7.00 saving $4.99 (42%)
- Radiant Micro Max Laundry Powder 2.5kg: was $22.99 now $15.00 saving $7.99 (35%)
- Dynamo Ultra Laundry Liquid 2 Litre: was $15.99 now $12.00 saving $3.99 (25%)
- Cold Power Ultra Laundry Powder 2kg: was $15.00 now $11.00 saving $4.00 (27%)
- Coles Laundry Powder 1kg: was $4.49 now $4.00 saving $0.49 (11%)

In addition Coles has introduced new bulk packs of Cold Power and Dynamo laundry detergents to offer even better value and convenience. Cold Power Ultra Laundry Powder 4kg costs just $20.00 ($5.00 per kilo) and Dynamo Ultra Laundry Liquid 4 Litre costs just $20.00 ($5 per litre).

Coles Merchandise Director, John Durkan said:"Our Down Down campaign is focused on cutting prices on the products we all buy most. Laundry detergent is a big purchase for almost every Australian household so these cuts will mean significant savings for our customers."

ENDS

New prices quoted apply in all States and take effect from Thursday 14th April 2011.

For further information please contact Jon Church at Coles on 0419 748653