



Press Release

**Let Your Voice Be Heard and Win HK\$280,000 in Prizes
Choose Your 'Top 10 Favourite Brands' Online or catch the
'Favourite Brand Roadshow' for a Reward**

Hong Kong, 18 September 2008 — Today Wellcome announced the launch of its **9th 'Top 10 Favourite Brands'** campaign. From 19 September to 16 October 2008, customers can vote for their favourite supermarket brand. Voting customers can enjoy special offers from participating brands and enter the **Grand Lucky Draw**, for a chance to win HK\$280,000 worth of Wellcome shopping vouchers and the Hang Seng enJoy Card enJoy Dollars Reward. In order to encourage voting, Wellcome set up its **'Favourite Brand Roadshow'** which awards instant prizes to customers when they cast their ballots. Approximately 10,000 instant voting prizes will be given to the voting customers.

Details of 'Favourite Brand Roadshow':

Wellcome 'Favourite Brand Roadshow' Venue:	Date & Time
Great George Superstore, Causeway Bay	19 September, 2008 (Friday) 2:00pm to 6:00 pm
New Sunshine City Superstore, Ma On Shan	28 September, 2008 (Sunday) 2:00pm to 6:00 pm
Grand Century Plaza II, Mongkok	5 October, 2008 (Sunday) 2:00pm to 6:00 pm
Metro City III Superstore, Tseung Kwan O	12 October, 2008 (Sunday) 2:00pm to 6:00 pm

*Instant prizes are available while supplies last.

All voting participants will have chance to win the **Grand Lucky Draw**, which includes: HK\$6,000 Wellcome shopping vouchers (30 winners) or the Hang Seng enJoy Card \$50,000 enJoy Dollars Reward (2 winners) for a total value of HK\$280,000. The participating brands will also feature different offers to appeal to customers for their votes. Enjoy the many wonderful offers during these four weeks!

"Wellcome has been pleased with how well received our 'Top 10 Favourite Brands' voting campaign has been with our customers over the past 8 years. Each year than 100,000 customers vote for their favourite brands - effectively showing off the demand for this kind of program," said **Ms Diane Chiu, Marketing Director of Wellcome**. "The voting results help us make decisions according to changes in our customers' shopping behaviours and tastes. It keeps our ear to the group so we can have a better understanding of their needs while allowing us to develop closer relationships with our suppliers. We do this to make sure we offer a wide but relevant product selection with attractive special offers. With more than 250 stores all over Hong Kong, Wellcome bridges the gap between shoppers and suppliers."

Missed the Favourite Brand Roadshow? All customers are invited to participate and vote for their favourite brands by browsing the **Wellcome corporate website** www.wellcome.com.hk or calling the hotline at **8226 6992**. By keying in some of your details and a Wellcome receipt serial number, you can have a chance to win a **Grand Lucky Draw prize**.

During the four-week voting period, **more than 80 participating brands** will showcase their products to the public. Awards include the 'Top 10 Favourite Brands', the 'Rising Star', and the 'Most Popular Brands' in eight categories including: Staples, Perishables, Personal Care Products, Household Products, Beverages, Beverages – Hot (Health Foods) and Canned Food & Other Grocery. Altogether, 24 outstanding brands will get recognized with voting results to be announced on 23 October 2008.

About Wellcome

Founded in 1945, Wellcome is Hong Kong's largest and longest-established supermarket chain. Since 1964, the company has been wholly owned by Dairy Farm. With a staff of around 5,000, Wellcome's network of 250 stores in Hong Kong serves more than 14 million customers every month. Wellcome is committed to maintaining its market-leading position by providing one stop shopping convenience to customers, consistently delivering value for money through Friendly Service and Low Prices. Please visit <http://www.dairyfarmgroup.com> or <http://www.wellcome.com.hk> for more details about Wellcome.

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