



Immediate Release

**Wellcome Exclusively Launches The Snoopy Style Collection
Hit-the-Summer Redemption Program
Diversification of Products in Supermarket Attracts The Youth Market**

(26th June, 2008, Hong Kong) The modern supermarket is growing from not only a place where families can find their regular household necessities but also a critical shopping spot for the young adult to make their everyday lifestyle decisions. The way these customers think and feel about what they need from a supermarket is vastly different from that of a traditional family. Therefore, the way connect with this group of important consumers has to also be different., This summer, Wellcome will challenge the status quo of consumer bonus programs and will bring you the hottest items in Hong Kong - – The Snoopy Style Watch Collection.

Ms. Diane Chiu, Marketing Director of Wellcome, notes, "Wellcome always strive meet every need. We noticed the new young professional in Hong Kong has a different demand for certain kinds of products and we have made adjustments to ensure that everyone gets what they need from us. According to our independent consumer survey, the number of visits within the 25-34 age group has increased by more than 3%¹, a total of more than 5 million visits, in just one year. This group of young and largely independent customers are more discerning and quality driven when identifying purchases. Therefore, besides sourcing value-for-money products from all around the world, Wellcome has specially chosen Snoopy, a classic character familiar by all ages, to take part in this summer's redemption program in which an exclusive quality watch collections will be made available to all."

The first ever Snoopy Style Watch Collection for all

Wrist watches, the most convenient equipment for keeping track of time, has become a must-have accessory in recent years. Taking Wellcome's new customer's demands into account, these watches will focus on quality and design. To show Wellcome's commitment to embracing everyone, this new collection will contain eight different styles are designed for different tastes. They are categorised among four collections, named the 'Fun Series', 'Casual Series', 'Trendy Series' and 'Lover Series' (see attachment for details). Each watch has its own unique characteristic that shows your active, mature, sweet or even trendy side. The Snoopy Style Collection watch uses

¹ *Information Source : 2006 and 2007 Hong Kong Shopper Reports by AC Nielson, 2008



the high-quality movement of Seiko Instruments Inc. and comes with a one-year warranty. It is also waterproof up to 3 ATM, and features a glass facing and stainless steel backing. It is made of quality from the inside out. The watches are ready for you now, so what are you waiting for?

Collecting stamps to redeem a set of Snoopy Style Collection watches

The only thing you have to do to obtain each of the Snoopy Style Collection watch is to collect stamps. Simply shop at Wellcome from now until 18 September 2008 and you'll receive a Snoopy stamp for every \$50 you spend. Collect 50 stamps and you can redeem the Snoopy 'Fun Series' watch or collect 60 stamps and you can redeem the Snoopy 'Trendy Series', 'Casual Series' or 'Lover Series' watch. For shoppers with transactions of HK\$300 or more on Saturdays and Sundays, double stamps will be offered.

Exclusive Limited Edition Snoopy only at Wellcome

In this summer, Wellcome will also release two exclusive 45cm plush version of this famous pup, one in which he will don our colours, red and gold! Since this item is a limited release, we will be giving them only to winners of the Snoopy Crossword Puzzle draw. Finish and mail the Snoopy Crossword Puzzle with your details together with a \$150 receipt from any Wellcome supermarket to the designated address before July 24th and you will be eligible for a chance to win! For further details, please refer to the leaflet and brochure available at our supermarket outlets.

Remarks: For details about stamp collection, redemption of the Snoopy Style Collection watches and the Snoopy Crossword Puzzle, please refer to collection leaflet.

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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