



Press Release

Wellcome Launches 'No Frills' Anti-Inflation Promotion

Sale highlights more consumer choice on daily necessities

(19 June 2008 – Hong Kong) Wellcome, one of the leading supermarket chains in Hong Kong, has launched an extended-savings promotion on its corporate brand 'No Frills' which has a portfolio of more than 300 basic consumer products. Shoppers can now enjoy an additional 5% price-cut on top of this discounted line of products to combat inflationary pressures. Items include cooking oil, tissue, water and rice, giving consumers value-for-money choices on day-to-day necessities.

Compared to the regular price of No Frills products, overall discounts now range from 14% to over 50%. Price reductions are most significant on basic necessities such as cooking oil and rice with 40% to 50% price differences (refer to table on next page).

The No Frills brand, whose market niche is to provide quality, lowest priced consumer products, supports Wellcome's ongoing focus on providing its customers with more consumer choice and best value for money.

Diane Chiu, Marketing Director of Wellcome said, "With increasing global inflationary pressures affecting the cost of basic necessities in Hong Kong, we are responding to consumer needs for more affordable choices on everyday products.

"Our No Frills anti-inflation promotion complements our primary focus on serving our customers and the Hong Kong community, and our 'Lowest Price Guaranteed' promise to them."

With its strong network of suppliers, ability to leverage investment and consolidated buys, and global procurement strategies, Wellcome has been able to lessen the impact of the global inflationary environment and pass these cost-savings to its customers by providing the lowest prices possible, particularly on its own corporate brands such as No Frills.

No Frills offers smart choices

Spending HK\$100: Among the 8 recommended No Frills products by Wellcome (see page 2), customers need only HK\$100 to purchase nearly a month's supply of two basic staples of cooking - 3 litres of cooking oil and 5 kilograms of Thai Fragrant rice – and still have enough money left to buy 10 rolls of toilet tissue!

Recommended 'No Frills' products by Wellcome:

Product item	No Frills			Similar product from most popular brand* (HK\$)	Buying No Frills at an extra 5% discount to save: (HK\$)
	Price [#] after an extra 5% discount (HK\$)	Original price (HK\$)	Discount % between original price & the price after an extra 5% off		
Cooking Oil (3L)	\$44.0	\$92.9	52.6%	\$122.5	Save \$78.5
Corn Oil (3L)	\$66.4	\$139.9	52.5%	\$94.9	Save \$28.5
Thai Fragrant rice (5kg)	\$41.7	\$69.9	40.3%	\$61.9	Save \$20.2
Envy. Toilet Tissue (10 Rolls)	\$12.8	\$14.9	14.1%	\$29.5	Save \$16.7
Box tissue (1 box/ 5packs)	\$16.1	\$22.9	29.7%	\$27.9	Save \$11.8
Distilled water (1.5L)	\$3.6	\$5.4	33.3%	\$5.2	Save \$1.6
Wafer peanut (200g)	\$5.5	\$7.5	26.7%	\$7.2	Save \$1.7
Instant Oats (1kg/ Jar)	\$18.9	\$26.9	29.7%	\$26.9	Save \$8.0
Total amount	\$209			\$376	Save \$167

No Frills Promotion period: 13 Jun to 10 July 2008

Price[#] after an extra 5% discount since 13 June 2008

* The price of the similar products from the most popular brands at Wellcome on 13 June 2008

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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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