

For immediate release

Wellcome Exclusively Launches Asia's First Shrek & Other Friends from DreamWorks Plush Toy Collection

(6 July 2010, Hong Kong) Wellcome is exclusively launching Asia's first and only "Shrek & Other Friends from DreamWorks" plush toy collection starting from 9 July and available only to Hong Kong customers. The collection contains eight plush toys that adults and children will love. These adorable characters are free of charge with Wellcome's latest redemption programme so customers can now enjoy shopping even more this summer with **Shrek** mania.



Wellcome has partnered with DreamWorks Animation SKG for the first time in order to launch this "Shrek & Other Friends from DreamWorks" plush toy collection redemption programme. The eight-piece collection features the main characters from the currently shown blockbuster "Shrek Forever After" including **Shrek** and his beloved friends Donkey, Puss in Boots and Gingy. Marty the Zebra and Alex the Lion from the "Madagascar" series and Ah Po and Master Tigress from "Kung Fu Panda" are also part of the collection. All nicely dressed, the plush toys are seven to nine inches high and feature a design in order to highlight their familiar facial expressions. With these, customers can reminisce about the exciting scenes and friendships of these characters from these three major blockbusters.

Diane Chiu, Marketing Director of Wellcome, said, "This is Wellcome's 15th redemption programme. Free redemption of popular merchandise is a reason customers love shopping at Wellcome. To coincide with the **Shrek** movie showing now, Wellcome is specially offering **Shrek**

and his DreamWorks friends' plush toys for customers' free redemption. Market research shows that children love the characters in the **Shrek** and Madagascar movie series. Office ladies prefer Gingy from the **Shrek** movie. The "Shrek & Other Friends from DreamWorks" plush toy collection is perfect for a vibrant and energetic summer. It not only offers more shopping fun to customers, but each plush toy is also a beloved travel buddy and partner for photos for children and office ladies."

Characters in "**Shrek & Other Friends from DreamWorks**" Plush Toy Collection:

- ❖ **Shrek** - A giant green ogre with a heart of gold, he married the Princess Fiona of Far Far Away Kingdom and they now live happily together with their children in the swamp.
- ❖ **Donkey** - **Shrek's** best friend, Donkey is a bright, happy-go-lucky character and a tireless nag.
- ❖ **Puss in Boots** - Don't let his helplessness and melancholy look fool you; he's a fearless, reckless swordsman!
- ❖ **Gingy** - Made out of normal carved-out gingerbread with icing and gumdrop buttons, Gingy is small in stature but fleet of foot.
- ❖ **Alex the Lion** - The star of the New York Central Park Zoo; Alex can eat steak for breakfast, lunch and dinner.
- ❖ **Marty the Zebra** - Longs to run free on a savannah; he instigated the escape that eventually landed the whole gang in Madagascar.
- ❖ **Po** - Rotund, with zero hand-food coordination, Po is nevertheless the biggest fan of Chinese Kung Fu in the whole wide world.
- ❖ **Master Tigress** - Strongest and boldest of the Furious Five, Tigress is a fierce opponent and a chivalrous friend.

Redemption details:

Important dates:

- ❖ Stamps will be distributed from 9 July, 2010 to 16 September, 2010.
- ❖ All items under the "**Shrek & Other Friends from DreamWorks**" Plush Toy Collection must be redeemed before 30 September, 2010.

Tips for stamps collection:

- ❖ Customers will receive 1 stamp upon spending up to HK\$60 and 2 stamps upon spending up to HK\$120, and so on.

Tips on collecting more stamps:

- ❖ 1 extra stamp for purchase of 1 "bonus buy" item or a designated quantity thereof; 2 extra stamps for 2 "bonus buy" items or 2 designated quantities thereof, and so on.
- ❖ Customers will receive double the number of stamps upon spending HK\$300 or more on Saturdays and Sundays.

Note: Please refer to leaflet of “Shrek & Other Friends from DreamWorks” Plush Toy Collection for details about the programme. While stock lasts. Enquiry hotline: 2369-2226 (office hours: Mondays to Fridays 9am – 6pm)

Images are available on following FTP server:

FTP website: <ftp://omaedcftp001.interpublic.com>

Login: wswhkwelcome Password: wswhkwelcome

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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 over 250 stores in Hong Kong serves more than 14 million customers every month. Wellcome is committed to maintaining its market-leading position by providing a one-stop shopping convenience to customers and consistently delivering a value for money through friendly services. Wellcome will continue to improve their shopping experience, provide more value-for-money products and even better service for their customers. Please visit <http://www.dairyfarmgroup.com> or <http://www.wellcome.com.hk> for more details.

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