



For Immediate Release

Wellcome Exclusive – England’s ‘Paddington Bear’ Arrives at Hong Kong

(7 May 2009, Hong Kong) ‘Paddington Bear’ (P.B.), an iconic character from England, arrives at Wellcome this summer. A series of five different limited editions of ‘Paddington Bear’ plush toys and two sizes of valuable tote bags are now available for customers to redeem at Wellcome. Apart from the ‘Paddington Bear’ series, customers can also buy the first-ever Wellcome ‘Paddington Bear’ aprons and gift vouchers which make great collectors’ or gift items. In addition, Wellcome has also completely decorated two buses with a ‘Paddington Bear’ theme from top to bottom, which will take Hong Kong people on a ride to experience Paddington Bear’s lovable image and character. Moreover, collectors and P.B. fans will need to keep an eye on Wellcome’s announcement of the exciting launch of the first-ever ‘Paddington Bear’ miniature bus models, which will also be limited edition.

Bringing Surprises to Customers and Hong Kong People

Ms Diane Chiu, Marketing Director of Wellcome said, “In the face of the challenge of the economic tsunami, customers are more cautious about spending, and value-for-money products and services become more important to them. Wellcome keeps pace with the market trend and caters to customers’ needs by enforcing our ‘Every dollar saved is every dollar gained’ motto in every customer campaign. We not only help customers save money, but also add value. Taking this ‘Paddington Bear’ redemption programme as an example, customers can redeem high-quality plush toys for free simply by collecting stamps. Customers thus enjoy more value than saving money. I believe that this cuddly ‘Paddington Bear;’ will be enthusiastically received by children and office ladies.”

“As the supermarket to grow with Hong Kong people, we have witnessed ups and downs in the economy for 64 years. Wellcome hopes that by bringing this kind and lovable ‘Paddington Bear’ to town, we can cheer up Hong Kong people,” added Diane.

‘Paddington Bear’ Series Innovative Promotion Elements

- ✧ ‘Paddington Bear’ Theme Bus: From May 8 until July 30, 2009, two cross-harbour tunnel buses, No. 101(Kwun Tong to/ from Kennedy Town) and No. 112 (North Point to/ from So Uk), will be decorated. No matter whether passengers are getting on the bus, walking upstairs, sitting or standing, they will see ‘Paddington Bear’ posed in a different way. Also, two ‘Paddington Bear’ series will ‘sit’ on the bus together with everyone else.
- ✧ Miniature ‘Paddington Bear’ Bus Models: Limited edition miniature ‘Paddington Bear’ bus models will be launched soon. Collectors must not miss Wellcome’s announcement on details which will come very soon.
- ✧ ‘Paddington Bear’ Apron: Leveraging front-line staff as the best promotion platform, all Wellcome check-out counter staff will be wearing the ‘Paddington Bear’ apron during the promotion period. Furthermore, Wellcome will launch another limited edition ‘Paddington Bear’ apron for customers at the end of May which will be priced at \$39.90. Limited offer while stocks last.
- ✧ ‘Paddington Bear’ Gift Voucher: Starting May 22, 2009, limited edition \$50 ‘Paddington Bear’ gift vouchers will be available exclusively at Wellcome. Limited while stocks last.

Tips* for Redeeming Wellcome's 'Paddington Bear' Series

- ✧ Must Redeem Items: Wellcome's 'Paddington Bear' five limited edition plush toys are a collector's dream come true. To start off with, customers can use the fewest number of stamps to redeem a Beachside Paddington (8 inches). With more stamps, customers can redeem the Red Duffel Paddington (10 inches), Bedtime Paddington (12 inches), Rainy Paddington (16.5 inches) and the classic Paddington clad in a red hat and blue duffel coat (20 inches).*
- ✧ Fashionable Tote Bag: Wellcome's 'Paddington Bear' series includes two limited edition tote bag sizes to accommodate an eco-friendly BYOB culture.*
- ✧ Important Dates: 'Paddington Bear' stamps will be distributed from May 8 to August 27, 2009. 'Paddington Bear' plush toys must be redeemed before September 10, 2009.
- ✧ Stamp Collection: Customers will receive 1 stamp upon spending up to \$50, receive 2 stamps upon spending up to \$100 and so on.
- ✧ Collect More Stamps: Customers will receive an extra stamp by buying Bonus Buy Items; and double the number of stamps by spending \$300 or more on Saturdays and Sundays.

*Remarks: For details on stamp collection or redemption of the 'Paddington Bear' series, please refer to the collection leaflet (see attached JPEG).

About 'Paddington Bear'

Paddington was found at Paddington railway station in England by Mr. and Mrs. Brown, and then was named Paddington. At that time, 'Paddington Bear' had a label around his neck which said, "Please look after this BEAR. THANK YOU". The first of the Paddington books, A Bear Called Paddington, was first published in England in 1958. 'Paddington Bear' is always polite, kind and well-meaning, and loves to help others and have adventures. Wearing a blue duffel coat, wide-brimmed red blush hat and holding a suitcase is Paddington Bear's classic style. He loves marmalade sandwiches, always carries a jar of marmalade in his suitcase and often has a marmalade sandwich tucked under his hat "in case of emergencies".

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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 and consistently delivering value for money through friendly services. Wellcome will continue to improve shopping experience, provide more value-for-money products and better service customers. Please visit <http://www.dairyfarmgroup.com> or <http://www.wellcome.com.hk> for more details about Wellcome.

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