



**Wellcome Joins Citywide Football Fever  
Introduces 25 Limited Edition Football Towels for Redemption at \$2 Each**

**(Hong Kong – 10 June 2010)** Wellcome will help the Hong Kong public cheer for their favourite teams in the global football event by introducing a **Football Towel** redemption programme for a 4-week period starting from 11 June until 8 July. A total of 25 styles of limited edition **Football Towel** will be available for redemption, 16 of which feature the national flag of each competing teams.

**Details:**

Period: 11 June – 8 July, 2010 (4 consecutive weeks)

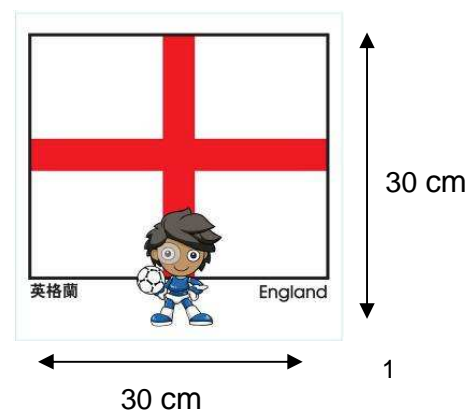
Mechanism: Customers who spend HK\$80 or more (in one receipt) or purchase designated merchandise(s) can redeem one Football Towel at HK\$2 each. With a Wellcome receipt of HK\$160 or more, customers can redeem two Football Towels for HK\$4; and so on for each additional HK\$80 in spending.

Football Towel: Packed into the shape of a football, each football towel will revert to its original dimension of a 30cmx30cm flat towel when soaked in water after unpacking. Each football towel features the national flag of a competing team or the jersey design of various product brands. Different styles will be introduced for each week during the four-week promotion period.

Football Towel:



After unpacking  
and being  
soaked in  
water:

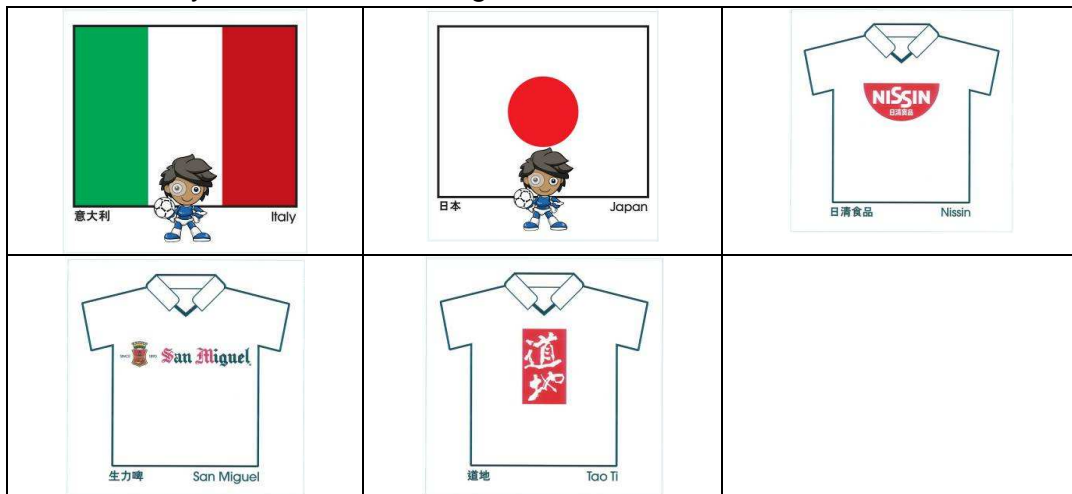


The order in which the different styles will be introduced for redemption:

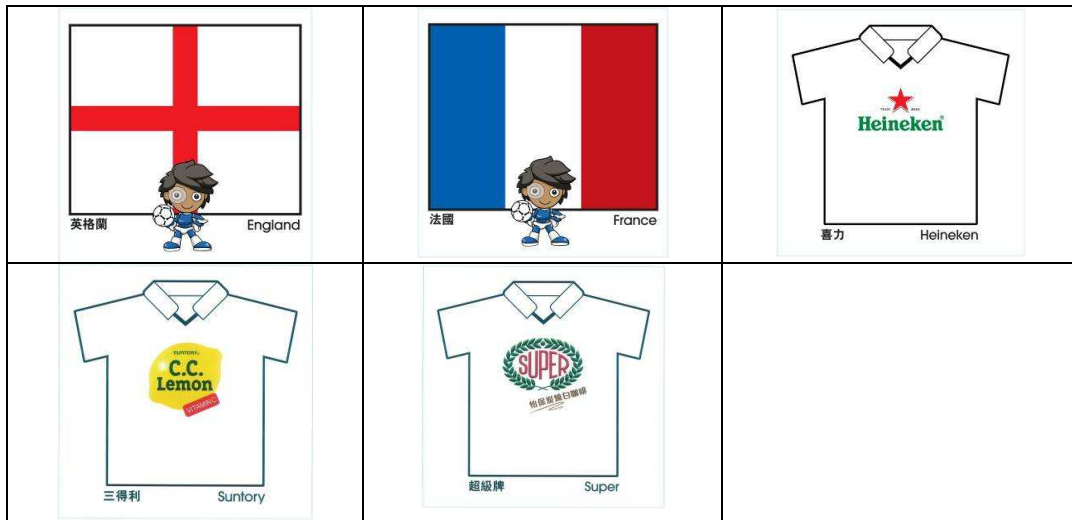
From 11 June onwards:



Additional styles available starting 18 June:



Additional styles available as of 25 June:



Additional styles available as of 2 July:



*\*\* Please refer to in-store posters for details.*

Photographs of the above set of knives are available at the following FTP location:

URL: <ftp://omaedcftp001.interpublic.com>

Username: wswhkwellcome Password: wswhkwellcome

—End—

## **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 260 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.

For further information, please contact:

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