



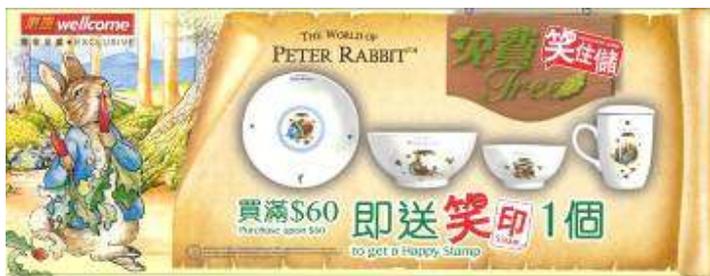
FOR IMMEDIATE RELEASE

**Wellcome Hops into the Easter Spirit with Peter Rabbit
New Happy Stamp Programme and Easter Activities Let Consumers Have an Egg-citing Holiday**

(Hong Kong, 23 March, 2012) Wellcome is kicking off Easter with its new Happy Stamp Redemption Programme along with fun in-store and online Easter activities. To coincide with the festival and the 110th anniversary of *The Tale of Peter Rabbit*[™], Wellcome will bring the magic of Peter Rabbit to Hong Kong consumers by offering multiple opportunities to bring him into their homes.

Bring Peter Rabbit Home with Happy Stamp Redemption Programme

Starting today until 21 June, 2012, Wellcome customers will have the chance to collect Happy Stamps to redeem beautiful plates, mugs and bowls from the “Peter Rabbit Porcelain Dinnerware” collection. Customers will receive one Happy Stamp for every \$60 they spend at Wellcome.



To get Peter Rabbit in your home sooner, remember customers receive double Happy Stamps for Saturday and Sunday purchases over \$350 and an extra stamp for designated bonus buy items.

Enter the Easter Drawing Contest to Win Exclusive Peter Rabbit Prizes

Wellcome is organising a drawing competition to give consumers under the age of 18 the chance to show off their artistic skills and creativity and win exclusive Peter Rabbit prizes. Starting today, customers can show their creative take on a festive Easter home to win:



- Grand Prize (one winner): Limited Edition Peter Rabbit plush toy (estimated value: over\$3,000) –Each plush has its unique serial number, all handmade and with moveable arms and legs. It is a must have for the true Peter Rabbit fans.



- Merit Award (four winners): Special Edition Peter Rabbit plush toy (estimated value: over\$1,000 each) – This plush is the perfect companion for Peter Rabbit fans

How to Enter:

- The entry form which includes the design template can be picked up at any Wellcome stores or downloaded online from www.wellcome.com.hk
- Submit completed entry forms into the Collection Box in store before 21 June, 2012.

Win a Family Holiday to Japan

What's more, every entry (limited to five entries per person) will be automatically entered into a lucky draw for the chance to win a Peter Rabbit themed family holiday to Japan including:



- Grand Prize (one winner): 4 Days 3 Nights holiday for a family of four to Japan, which includes round trip flight tickets, hotel accommodations and four admission tickets to the Peter Rabbit theme park at the Japan Nagashima Resort (value: \$60,000)



- Runner-up (four winners): 4 Days 3 Nights holiday for a family of four to Japan which includes round trip flight tickets, hotel accommodations, four admission tickets to the Japan Saitama Children's Zoo and four admission tickets to the Beatrix Potter Reference Library (value: \$40,000)

Find the Carrot Online For a Chance to Instantly Win a Peter Rabbit Prize

From 23 March to 12 April 2012, Wellcome is taking Easter hunt activities online with the Find the Carrot Facebook game which challenges consumers to find 10 carrots within 30 seconds. Consumers can first "like" the Wellcome Facebook Page, play and complete the game and share with friends for a chance to win instantly a limited edition Peter Rabbit gadget.

To access the Find the Carrot Online Game, visit the Wellcome Facebook page www.facebook.com/wellcome.supermarket.

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Happy Stamps Peter Rabbit™ Redemption Programme Product Information:

	
<p style="text-align: center;">Large Bowl</p> <p style="text-align: center;">Retail price at \$150 40 Happy Stamps to redeem for free or 20 Stamps + \$24.90</p>	<p style="text-align: center;">Mug with Lid</p> <p style="text-align: center;">Retail price at \$150 40 Happy Stamps to redeem for free or 20 Stamps + \$24.90</p>
	
<p style="text-align: center;">Cake Plate</p> <p style="text-align: center;">Retail price at \$100 30 Happy Stamps to redeem for free or 15 Stamps + \$18.90</p>	<p style="text-align: center;">Medium Bowl</p> <p style="text-align: center;">Retail price at \$100 30 Happy Stamps to redeem for free or 15 Stamps + \$18.90</p>

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 one-stop shopping convenience to customers and consistently delivering value for money through friendly service. 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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