

# BIG W

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## MEDIA RELEASE

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### **BIG W becomes BIG WWW**

#### **– Australia’s most popular department store goes online –**

**10 May 2010** – BIG W today announced the launch of BIG W Online ([bigw.com.au](http://bigw.com.au)), a brand new online store offering access to more than 4,000 items in the BIG W range at the click of a button.

Today’s launch makes BIG W Australia’s first discount department store retailer to offer such a high volume and diverse range of products online.

Director of BIG W, Julie Coates said it’s about time Australians had 24/7 access to big brands at low prices from a retailer they trust.

“In today’s busy environment, people want to be able to shop when they want, where they want and how they want,” Ms Coates said.

“At [bigw.com.au](http://bigw.com.au), customers can purchase leading brands including the Jamie Durie Patio Range, Sony electronic equipment and Apple iPods at everyday low prices from the comfort of their own home.

“Customers will be able to buy everything from toasters to trampolines and fishing rods to fragrances.

“The online store will also carry more than 600 extended range items from categories including nursery, entertainment and electronics that can only be bought online. This includes items such as strollers, baby monitors and change-mats right through to a bigger range of digital radios or cameras and coffee machines,” Ms Coates said.

Building on its established bricks and mortar customer service record, the BIG W online store is also backed by next day shipping and both online and call centre support for customers requiring assistance with their purchases.

“Many Australian consumers are already confident online shoppers. The easy to use and simple to navigate nature of this site means that experts and new online shoppers alike can now research and buy quality items for themselves, their home and their family at everyday low prices.

“This is great news for Australians living in rural and regional areas who can’t easily travel to a BIG W store. Shoppers in towns such as Emerald in Queensland and Kalgoorlie in Western Australia will now have access to BIG W’s wide range of products, without the need to travel long distances.

“Today’s launch is not just about extending our range online. It’s about extending our reach to all Australians.

“Unlike some other e-tailers, BIG W won’t be charging customers a premium for shopping online. Our customers can expect to find the same everyday low prices online that we have in our stores nationally,” Ms Coates added.

Payment can be made via credit card, PayPal or WISH Gift Card and transactions are secured by 256 bit SSL encryption. Timely and reliable delivery is guaranteed at an average of \$4.98 for small items and \$9.28 for most standard packages and customers can track delivery of their orders online. Customers ordering more than one item of a similar size will only incur a single delivery charge and there is an express delivery option available at a slightly higher cost.

Orders are dispatched Monday to Friday. Many of the items purchased through [bigw.com.au](http://bigw.com.au) are available to be dispatched the same day, if ordered before 1 p.m. (AEST). Any orders placed after 1 p.m. on a Friday or anytime on a Saturday or Sunday, will be dispatched on the next business day.

BIG W also offers its online customers the ability to return goods if they are unhappy with their purchase. This can be done either via return mail or by returning the product in store.

Woolworths Everyday Rewards customers that shop at [bigw.com.au](http://bigw.com.au) and have linked their Everyday Rewards and Qantas Frequent Flyer accounts will earn one Qantas Frequent Flyer point for every dollar spent above \$30 in one transaction.

**Categories available through [bigw.com.au](http://bigw.com.au) include:**

Baby / Nursery	Cameras	Photo Processing
Books	Cleaning	Toys / Gaming
Beauty	Health and Hygiene	Motoring
Home Entertainment	Outdoor Furniture	Sporting / Fishing
Home Kitchen	Soft Furnishings / Napery	Travel Goods

- ENDS -

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