

# BIG W

## MEDIA RELEASE

### **BIG W launches App for iPhone and iPad**

#### ***Proving BIG W has Australia's lowest prices***

**2 November 2011:** BIG W has again showed that we are Australia's lowest price champions by offering customers a new tool to check prices with the launch of the new BIG W App for iPhone and iPad.

From today, customers can have price confidence and convenience when they download the BIG W App for iPhone and iPad for free by searching for the word "BIG W" in the App Store.

Customers will be able to scan the barcode of any product and if we stock it, the BIG W price will be displayed. Customers will be able to see for themselves that BIG W has Australia's lowest prices.

Customers can also add items to a shopping list by scanning a barcode, reviewing the product list in the catalogue or by adding a photo. The App also includes the latest BIG W catalogues and a store locator with detailed opening hours and available facilities.

Julie Coates, Director of BIG W, said "We are so confident that you won't find any stocked item for less anywhere else that we want our customers to check for themselves with the BIG W App price scanner. Customers can be more confident than ever that they are getting Australia's lowest prices at BIG W.

"We know that price and time are two of the most important things to our customers. This App addresses both these things by helping our customers to shop more efficiently. With the flexible shopping list, store locator and current catalogues all at your finger tips, customers will always be prepared for their shop.

"The BIG W App is a practical and easy to use solution that will help our customers to ensure they are getting the lowest prices while allowing them to shop more efficiently," said Ms Coates.

Key features available on the BIG W App for iPhone include:

- **Price Scanner:** Customers can scan the barcode of any product and if BIG W stock the product, the BIG W price will display allowing customers to compare the price.
- **Catalogue Viewer:** Customers will be able to view the BIG W current catalogues in a catalogue view or in a list of products.
- **Store Locator:** Customers will be able to search for a BIG W store and find opening times and available facilities.
- **Shopping list:** A customer can add a product to a shopping list by scanning the product barcode, reviewing the catalogue product list or taking a photo of the product.

For further information please contact the **BIG W Press Office on (02) 8885 1033.**