



Dan Murphy's 100th store opens in Ipswich

Monday 15 June 2009: Dan Murphy's will be celebrating the opening of its 100th store in Ipswich on Tuesday 16 June at 9am.

The liquor store will be bringing its lowest liquor price guarantee to Ipswich along with its range of large range of beer, wine and spirits in the one convenient location.

Martin Smith, Dan Murphy's General Manager, said: "We are really excited about the opening of our newest store in Ipswich. It will be the 100th addition to the Dan Murphy's family of stores so we are planning a huge celebration.

"Customers can rest assured that we are as committed as ever to providing superior customer service, knowledge and Dan Murphy's unrivalled range," Mr Smith said.

The 1350m² store will be officially opened by Mayor of the City of Ipswich, Paul Pisasale. It is among the largest in size across the country.

Dan Murphy's Ipswich will boast over 4000 products including imported varieties such as French wines, Portuguese Port and Hungarian vodka.

"Our customers are always amazed by our fantastic product range and our easy to navigate store layout continually impresses," Mr Smith said.

"Whatever you like a tippie of we will have something our Ipswich customers will enjoy at a great Dan Murphy's price," he said.

Dan Murphy's prides itself on the knowledge and passion of its staff. The Ipswich store will employ over 30 staff who will all be comprehensively trained to assist customers with their choices.

Store Manager, Jason Sutherland, has 10 years experience in restaurants and hospitality. His expertise and knowledge will prove invaluable when looking to select what best suits a customers needs.

Dan Murphy's will celebrate the opening of the 100th store on Saturday 20 June 2009 with a charity auction. The team will auction off a bottle of 2004 Penfold's Grange signed by renowned winemaker Peter Gago. Proceeds of the auction will go to the Mayor's Community Fund.

There will also be prize giveaways, taste testing and special guest appearances on the day.

The store has convenient parking and will trade Monday to Wednesday 9am – 8pm, Thursday to Saturday 9am – 9pm and Sundays 9am – 7pm.

- More Over -



- Page 2 of 2 -

Media Call:

When: 9am 16 June 2009
What: Dan Murphy's 100th Store Opening
Who: Mayor of the City of Ipswich, Paul Pisasale.
Martin Smith, General Manager - Dan Murphy's
Where: 215 Brisbane Road, Booval, Ipswich, QLD

Ends

For more information please contact Dan Murphy's press office on (02) 8885 1033