



MEDIA RELEASE

Masters creates more than 100 new jobs in first Adelaide store

Wednesday, 24 December 2014: Masters, Australia's fastest growing hardware store, will celebrate the grand opening of its first store in metropolitan Adelaide on Boxing Day. The new store will be stocked full of fantastic specials and great value for all your holiday projects.

The new store, the second for Masters in South Australia, has created more than 100 new local jobs. The 13,500 square metre store is one of 51 Masters stores across Australia, offering an unmatched range of more than 35,000 products at Australia's best prices.

The new Masters Adelaide Airport store has been built to Masters' latest design, boasting larger paint department, "tool shop" and an additional 2,000 hardware products. The store also has an expanded bathroom and kitchen display highlighting the latest design trends.

Masters Store Manager, Brad Gibson said, "We're thrilled to be open for business as well as creating more than 100 new jobs and a first step on an exciting and fulfilling career in retail for many people.

"The team at Masters Adelaide Airport is on hand to help customers make every project a reality, from that first thought to finishing up, no matter how big or small," he said.

As well as an unparalleled variety of home and hardware products Masters' Adelaide Airport store will offer a variety of big brand appliances, kitchens, a huge variety of paint an impressive garden range and much more.

The Masters 'Best Price Guarantee' means if anyone finds a better price at another retailer, even up to 30 days after purchase, Masters will beat it by 10 percent. For appliances Masters will match the price.*

An extensive drive-through trade area will cater to the needs of tradies, offering outstanding value, service and quality. Trade customers will find everything they need from the world's best trade suppliers.

Home delivery on a vast range of DIY products is available to Masters customers at a click of a mouse at www.masters.com.au. The click and collect service means customers can order online and pick up from the Adelaide Airport store.

A joint venture between Woolworths and US chain Lowe's, Masters brings Adelaide Airport residents the experience of an Australian retailer with the DIY knowledge of one of the biggest names in American home improvement.

For more information and a list of current stores, visit www.masters.com.au.

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For more information please contact the Masters Press Office on **02 8885 1033**

* Masters Home Improvement price promise, find a better price and we'll beat it by 10% even up to 30 days after purchase. For appliances we'll match the price. Products for price promise must be identical items and in stock, excludes trade quotes, commercial quantities and stock liquidations. Excludes non-Australian-based competitors and their websites. Price promise applies to online purchases from Australian-based competitor websites on an identical stocked item and on a delivery fee inclusive basis.