



NEW REWARD OPTION FOR EVERYDAY REWARDS AND QANTAS FREQUENT FLYER MEMBERS

SYDNEY: Friday, 24 June 2011 Qantas Frequent Flyer members will soon be able to choose to automatically convert some of their Qantas Frequent Flyer points into Woolworths Gift Cards once a quarter.

Members will be able to select a new 'auto-redeem' reward feature to receive a Woolworths Gift Card by redeeming points based on their points balance at the end of each three month period.

The Woolworths Gift Card will be valued at \$5, \$10, \$15 or \$20. Which value a member receives will be determined by how many points the member has in his/her Qantas Frequent Flyer account at the end of the quarter. For redeeming 750 points members will receive a \$5 card, for 1500 a \$10 card, for 2250 a \$15 card and for 3000 a \$20 card once they opt-in.

Everyday Rewards and Qantas Frequent Flyer members will be contacted soon asking if they would like to take up this option to regularly use their points to receive Woolworths Gift Cards.

Once members elect to redeem their points in this way, and they have enough points in their Qantas Frequent Flyer account at the end of the three month period, they will automatically receive the applicable Woolworths Gift Card in the mail. Members who earn more points than required for a Gift Card will keep those points to use for other rewards like Qantas and Jetstar flights and items from the Qantas Frequent Flyer Store.

Qantas Frequent Flyer Chief Executive, Simon Hickey, said "Qantas Frequent Flyer is committed to making it easy for members to use their points. Our program has a broad range of rewards and this new option is yet another opportunity for all Qantas Frequent Flyer members to easily and simply redeem their points for great rewards."

General Manager of Woolworths Customer Engagement, Peter Burgan, said: "Since the launch of the Everyday Rewards program, more than three million customers are accumulating Qantas Frequent Flyer points as they go about their everyday shopping at Woolworths Supermarkets, BIG W, Dick Smith and BWS.

"This new auto-redeem option will give Everyday Rewards and Qantas Frequent Flyer members an easy way of receiving regular rewards for simply doing their everyday shopping. We know our customers are busy people. This is a simple way for us to ensure they regularly benefit from the Everyday Rewards program."

As an example, a customer who spends \$160 a week at a Woolworths Supermarket in one transaction will accumulate enough points to receive a \$10 Woolworths Gift Card per quarter.

"And it's not just the points you earn at Woolworths Group stores that qualify for the new auto-redeem option, all the points members earn at all our partners qualify to receive the Woolworths Gift Card," Simon Hickey said.

Everyday rewards members can also turbo charge their points when they use a Woolworths Everyday Rewards Qantas credit card. Everyday Rewards members using a Woolworths Everyday Rewards Qantas credit card can receive Qantas Frequent Flyer points twice when shopping at Woolworths Supermarkets, BIG W, Dick Smith and BWS (in accordance with the applicable earn rates).



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Customers can pick up an Everyday Rewards card at any Woolworths Supermarket and register online at www.everydayrewards.com.au. Everyday Rewards members who are not members of the Qantas Frequent Flyer program can join Qantas Frequent Flyer through Woolworths Everyday Rewards without paying the usual Qantas Frequent Flyer joining fee - a saving of \$82.50.

You must be an Everyday Rewards member and a Qantas Frequent Flyer member and have linked your memberships to earn points for spend at Woolworths Group stores. Everyday Rewards membership is subject to the Everyday Rewards Terms and Conditions. Qantas Frequent Flyer membership is subject to the Qantas Frequent Flyer Terms and Conditions. Additional terms and conditions will also apply to the new auto-redeem Woolworths Gift Card option described above and will be available at qantas.com/autorewards when launched.

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