

WOOLWORTHS LIMITED

The Salvation Army Flood Appeal

- Woolworths will match customer donations.
- \$1.5 million already donated.

Statement by Michael Luscombe, Chief Executive Officer

Like all Australians, we are shocked and saddened by the impact of the floods.

As a business, our primary focus is on the safety and wellbeing of our staff and customers and on getting essential supplies to stores in affected areas.

To help our fellow Australians, we are also supporting The Salvation Army Flood Appeal, which will direct aid to flood affected communities.

Woolworths will match, dollar for dollar, donations made at any Woolworths supermarket, BIG W or Dick Smith until next Thursday, 20 January.

Customers can simply add a donation to their shopping bill – or make a donation without purchase – and know their generosity will be doubled. All donations over \$2 will receive a tax receipt at the checkout.

So far \$1.5 million has been donated by customers and will be matched by Woolworths, but we ask customers to keep it coming. There will be no limit to Woolworths' donation – we will simply match the generosity of our customers.

Woolworths will also continue to provide The Salvation Army with essential items to assist in their emergency relief efforts.

The Salvation Army can always be counted on to be there in difficult times and Woolworths are proud to support them. We ask our customers to do the same.

MEDIA CONTACT: Woolworths Press Office on (02) 8885 1033.

13 January 2011