

# WOOLWORTHS LIMITED

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**PRESS RELEASE**

## Woolworths appoints Penny Winn as Director Multi-Channel

Woolworths is pleased to announce that Penny Winn will be rejoining the company as Director Multi-Channel. In this new role Penny will consolidate Woolworths' fast-growing multi-channel strategies and help drive our online offers across all trading divisions. She will also take responsibility for customer engagement and analytics, including the Everyday Rewards program.

Deputy CEO Grant O'Brien said he was thrilled to have Penny rejoin Woolworths to lead a key strategic growth platform for the company.

"Penny is a talented and highly experienced retailer, who returns to Woolworths with a wealth of experience and insight across a range of critical areas such as digital, online and fulfilment," Mr O'Brien said. "Combined with her strong change management and strategic planning skills, Penny will lead the group's fast-growing multi-channel offer and customer engagement strategy."

Penny commenced her retail career at Grace Bros, before joining Woolworths Limited in 1987. During her 19 years with the company, she held a number of key roles, including General Manager Project Mercury (responsible for the reorganisation of the Woolworths Supply Chain), General Manager Retail Support and National Manager Banking.

In 2006 Penny was seconded to the role of Director of Strategy and Change at Asda Stores U.K. PLC (a division of Walmart). Most recently Penny was Executive General Manager Merchandise and Logistics for Myer, who she joined in 2008.

Penny was awarded the Zonta Prize for the most outstanding Female MBA of the Year in 1999 (University of Technology Sydney) and was a finalist in the Telstra Business Woman of the Year 2005.

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