



MEDIA RELEASE

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WOOLWORTHS CUTS INTEREST RATE ON EVERYDAY MONEY CREDIT CARD

Woolworths Everyday Money today announced that it will cut its Everyday Money Credit Card interest rate on purchases by 100 basis points.

The Everyday Money Credit Card currently offers an introductory rate for existing customers of 0% p.a. on all purchases until 1 February 2009. The new interest rate of 17.99% p.a. on purchases will be effective for new and existing customers from 1 February 2009.

Head of Woolworths Everyday Money, Dhun Karai, said: "The Everyday Money Credit Card is a competitive new entrant in the Australian market.

"In the current economic climate we are committed to ensuring our Everyday Money Credit Card customers continue to benefit from a competitive interest rate and a rich rewards program," Ms Karai said.

Woolworths' fresh approach to credit cards was also recently acknowledged with the Everyday Money Credit Card winning the Gold Medal for Best Innovative Product in *Money Magazine's* Best of the Best Awards for 2009.

Other key features of the Everyday Money Credit Card include:

- Bonus \$50 Everyday Money Shopping Card for all new card holders who apply for and use their new card before 31 March 2009
- No annual fee for the first year (\$49 per year thereafter)
- No additional cardholder fee
- 5.99% p.a interest on balance transfers for 6 months
- Contactless Chip and PIN security in-line with the highest global security standard.

- Ends -

For further information call:

Luke Schepen
Woolworths Limited
02 8885 1033
0400 798 786
lschepen@woolworths.com.au

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