
MEDIA RELEASE

Woolworths Limited and Qantas Airways Limited to Create New Loyalty Alliance

Customers to be rewarded from check-out to check-in

MELBOURNE, 12 December 2008: Woolworths Limited (Woolworths) and Qantas Airways Limited (Qantas) today announce an exclusive Heads of Agreement to create a world-leading loyalty alliance.

From mid-2009, the new relationship will allow Woolworths customers who participate in the Everyday Rewards program to earn Qantas Frequent Flyer points when they shop for groceries, fuel, packaged liquor, general merchandise or consumer electronics at a participating Woolworths group business.

Details of the relationship and how it will operate, will be finalised over the coming months, when a formal agreement will be signed.

The alliance will unite two of Australia's most recognised and iconic brands and, in terms of range and scope, will deliver even greater reward opportunities for consumers.

The Chief Executive Officer of Woolworths, Michael Luscombe and the Chief Executive Officer of Qantas, Alan Joyce, said together both companies had helped meet the everyday and travel needs of Australian families for more than 85 years.

Mr Luscombe said 2.7 million registered customers currently enjoyed the benefits of the Everyday Rewards program.

"The alliance with Qantas Frequent Flyer will take Everyday Rewards to the next level," he said.

"It will extend the program beyond our existing fuel savings offer and will significantly enhance the value of being a member. No other loyalty alliance could offer our customers such rich rewards, simply for buying their everyday household needs."

The Chief Executive Officer of Qantas, Alan Joyce said the alliance would offer Qantas Frequent Flyer's 5.4 million members yet another way to accelerate their points earning.

"Through their everyday spending, members will have more opportunities to earn points, and the opportunity to double-up on their points every time they use their eligible direct-earn credit card, when making purchases at Australian stores within the participating Woolworths group businesses" he said.

“With the recent enhancements to the Qantas Frequent Flyer program, they will also have more opportunities to redeem them.

“This ranges from the program's excellent value Classic Awards on Qantas and Jetstar, to Jetstar or Qantas Any Seat Rewards and the choice of gift vouchers or over 1,000 products, through the Qantas Frequent Flyer Store.”

- ENDS -

Additional Information:

Woolworths:

- Woolworths has 20 million customer transactions per week across some 3,000 stores including Woolworths & Safeway Supermarkets, BIG W, Woolworths & Safeway Liquor, BWS, Dan Murphy's, Dick Smith Electronics and Caltex /Woolworths fuel outlets
- The Woolworths Everyday Rewards program has 2.7 million registered customers
- The Woolworths Everyday Rewards program was launched nationally in February 2008

Qantas Frequent Flyer:

- The Qantas Frequent Flyer program was launched in 1987 and today has 5.4 million members
- The program has more than 350 partners, including airlines, hotels, financial institutions and retailers.
- Over 3 million Classic Award flights were redeemed by members last year

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