

Woolworths puts more product prices online

- **Customers now able to check 7,000 product prices**
- **Fresh meat lines also included**

Wednesday 7 April 2010: Shoppers will now be able to price check an additional 2,000 grocery products online as Woolworths upsizes its grocery pricing website, www.woolworths.com.au. The site, first launched in February 2010, now features more than 7,000 individual product prices which are searchable by suburb.

The range of products has also been extended with the site now including popular cuts of fresh beef, veal, pork, lamb, sausages and chicken.

At the time of launch, Woolworths committed to adding more and more products to the site over time, as well as introducing greater functionality. The site now includes almost a third of all Woolworths supermarket products.

Woolworths Director of Supermarkets, Greg Foran said: "Our statistics show that an average of 1,200 customers a day are checking prices online. We also received feedback from customers telling us meat is a really important shopping trolley staple and needed to be included on the site, which we were happy to action.

"This second wave of product inclusions means consumers have even more information at their fingertips, helping them to shop smarter. We will continue to work hard on further upgrades to make this site as useful as possible for our customers," Mr Foran added.

– Ends –

For further information please contact the **Woolworths Press Office** on (02) 8885 1033.