

Woolworths puts product prices online

February 11, 2010: Woolworths supermarkets has today posted the price of more than 5,000 packaged grocery products on its website www.woolworths.com.au. Following a \$120 million investment to reduce shelf prices, the company has now commenced listing product prices online in order to deliver greater price transparency to customers.

Customers will be able to search by postcode and then by product category to obtain standard shelf prices and specials, as well as the comparative unit price for each product. The postcode search enables customers to obtain the correct range of products sold in their store. Woolworths will continue to add more products over time and is working on a number of IT enhancements to enable greater functionality.

Woolworths Director of Supermarkets, Greg Foran said: "Customers tell us that their two main issues of concern are lower shelf prices and greater transparency in pricing. Last year Woolworths committed to making price information more accessible to customers and has been working to overcome the IT obstacles involved in listing prices for more than 800 supermarkets. This is the first step in that journey and, whilst there is clearly a lot more to be done, it will mean customers have even more access to prices and can make more informed choices about where they shop."

"We have developed this site ourselves at considerable cost so we can take full responsibility for the data. Woolworths has Trade Practices obligations to ensure the accuracy of the information it provides to customers at the time of publication," Mr Foran added.

The price checking feature is part of a broader update of the Woolworths website. The prices of thousands of weekly specials will continue to be displayed online as they have been for many years and customers will still receive the eight million catalogues Woolworths prints and delivers each week.

The website prices will be updated at 6am each Monday morning and will list the standard shelf price and weekly specials for 5,000 commonly purchased packaged products. Prices are accurate at that point in time.

Ends

CONTACT:

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