

WOOLWORTHS LIMITED

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PRESS RELEASE

Woolworths Supermarkets announces major review of marketing

Woolworths Supermarkets has today announced a significant review of its brand marketing and communications activity. Led by the new Director of Australia Supermarkets, Tjeerd Jegen, the review will centre on reinvigorating one of Australia's most recognisable and valuable brands, and extending an unswerving and proactive focus on the customer.

Specific changes include:

- The appointment of Elizabeth Ryley to the role of General Manager Marketing. Elizabeth was formerly head of marketing at subsidiary, Progressive Enterprises in New Zealand and has extensive experience across retail and FMCG brands.
- A creative agency review process to ensure Woolworths is receiving optimum external support. Current incumbent is M&C Saatchi.
- A review of Woolworths' main customer research provider. Current incumbent is The Leading Edge.

Mr Jegen said: "My observations are that our customer communications over the last couple of years have been somewhat inconsistent and lacking in clarity. We have an incredibly strong brand with a proud Australian heritage and we need to make sure it is achieving its full potential.

"Elizabeth is a highly accomplished marketer with a very strategic and focused approach. Under her stewardship, I am very confident our brand will clearly stand for unbeatable value and the freshest foods."

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