



Press Release

Retailers team up to give shoppers a rewards revolution

MoneyBack delivers HK's best savings AND personalized offers

(Hong Kong, 8 January 2007) Four of the most trusted names in retailing are joining forces to launch Hong Kong's most exciting and rewarding loyalty programme – giving customers the fastest, easiest ways to earn MoneyBack.

PARKnSHOP, TASTE, GOURMET and GREAT is launching the MoneyBack rewards programme on 9 January, which, for the first time in Hong Kong, will offer consumers Personalized Shopping List with exclusive, individually tailored offers. More MoneyBack retailers will be announced soon.

The card-based MoneyBack programme is like no other in Hong Kong. It works in **five ways** to give shoppers the fastest and easiest way to make savings on their shopping.

1. Each card set comes with 1 main card and 3 mini-cards for family members; whenever they shop with us, they help you earn points faster
2. Personalized Shopping List with special offers can be printed out in PARKnSHOP stores, TASTE, GOURMET and GREAT, each customer can enjoy tailor-made offers
3. Every time shoppers spend at PARKnSHOP, TASTE, GOURMET and GREAT, they earn points towards MoneyBack cash vouchers
4. Exclusive member offers on a wide range of goods will be marked on store shelves, especially for MoneyBack members
5. MoneyBack Gift Redemption Centre will periodically offer free product samples and gifts, exclusively to MoneyBack members

“The exciting thing about MoneyBack is not only that customers can very quickly and extremely easily make big savings,” says Mr. Philippe Giard, Managing Director of PARKnSHOP Hong Kong. “What’s just as exciting is that we’re personalizing the offers, and this is something no one else in Hong Kong has done.

“Hong Kong consumers are smart shoppers; they want the fastest rewards and the best savings, and they’ll quickly see that MoneyBack gives them exactly that.”

Customers present their MoneyBack card, or mini-card, at the checkout when they shop. For every \$5 they spend, they earn a MoneyBack reward point. Every 500 points entitles them to a \$10 MoneyBack voucher they can spend in any PARKnSHOP store, TASTE, GOURMET or GREAT. MoneyBack will soon be extended to other Hong Kong retailers.

The Personalized Shopping List of tailor-made offers is computer-generated by MoneyBack member privilege Kiosks in stores, when customers scan their MoneyBack cards on the way in.

Mr. Giard says PARKnSHOP is excited to be part of making grocery shopping more sophisticated and enjoyable.

“And as we are better able to follow customers’ shopping patterns, we can understand their needs more readily, and provide them with the products and services we anticipate they’ll want. This really is the future of shopping.”

MoneyBack starts on 9 January and is open to all Hong Kong shoppers, so they can start earning points immediately.

For media enquiry, please contact Ms. Jasmine Hui of PARKnSHOP Public Relations at 2687 5602.

About PARKnSHOP

Since its launch in 1973, PARKnSHOP has established itself as Hong Kong’s leading supermarket chain. Through constant innovation and a commitment to delivering world-class standards of quality, freshness, service and value, PARKnSHOP has also become one of Hong Kong consumers’ most trusted brands.

Our well-known ‘Fresh Check’ and ‘PriceWatch’ programmes guarantee customers the highest possible levels of food safety, at the lowest prices in town. And through our ‘We Make Your Day’ corporate philosophy, we also promise to deliver outstanding choice and exceptional service.

PARKnSHOP’s retailing foresight and management drive is well recognised through numerous industry and community awards.

PARKnSHOP operates more than 220 outlets in Hong Kong and Macau. More than 50 are Superstores.

About TASTE

TASTE, a new member of A.S. Watson Group (ASW), is a new generation of lifestyle food stores that provides customers with “More than Food” shopping experience by adding fun and excitement to their daily grocery shopping. It aims to become the first choice food store for Hong Kong’s increasingly sophisticated and health-conscious modern urban consumers by enriching their tastes and lifestyles. Located in Festival Walk, the first TASTE store was

open in November 2004, and features more than 25,000 quality food items sourced from around the world.

About GOURMET

GOURMET is Hong Kong's first and best boutique style fine food hall. GOURMET features the highest quality and most exclusive international food products in peak seasonality, and some of the most personalised customer services. GOURMET also offers a new, refined, and fashionable concept of fine food shopping in the city centre for consumers who appreciate and enjoy quality and a luxurious lifestyle.

The 15,000 square-foot GOURMET is located in basement of Lee Gardens I, Causeway Bay. GOURMET offers a comprehensive selection of the highest quality, hardest to find and most delicious premium foods, as well as a range of complimentary services to customers.

About GREAT Food Hall

GREAT Food Hall, a Luxury Superbrands Hong Kong 2003/2004 award winner named Hong Kong's Best Food Shop by readers of the popular HK Magazine in 2001 and 2002, is a stylish food concept and international food hall. Owned and operated by the A.S. Watson Group, it was created to rank alongside the world's best gourmet food halls such as Dean and DeLuca in the US.

GREAT Food Hall, the 34,500-square ft food hall, is located at the basement of Pacific Place and offers one of the widest varieties of gourmet foods in Asia as well as a range of complimentary guest relations services to the guests, including free parking and valet parking, porter service, free gift-wrapping, nutrition consultation, home delivery and office food delivery.

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