

Superquinn Signs Deal with Gift Voucher Shop in Customer Reward Scheme Revamp

28 February 2007



Superquinn has relaunched its customer reward scheme, announcing a partnering with the Gift Voucher Shop (GVS) in a deal worth up to €8 million per annum to GVS. Under the new arrangement, Superquinn customers can opt to use their accrued Reward Points in exchange for **One4all**[®] Gift Vouchers, which are produced by GVS.

The Superquinn Rewards concept was created after consumer research found Superquinn customers were looking for more convenient and varied ways of redeeming points from shopping expenditure. A high percentage of Superquinn customers currently use their loyalty card when shopping in the store.

Under the new Reward programme, Superquinn customers are given three ways to use the points they have accrued. They can either be sent the value of their points each quarter in the form of vouchers to spend in-store; they can save Points and then spend these Points against their shopping with their card or; they can use their points in exchange for **One4all**[®] Gift Vouchers. The **One4all**[®] is a multi-store Gift Voucher and can be used in over 600 retailers with 4000 outlets nationwide including Brown Thomas, Arnotts, Boots, HMV and Radisson SAS Hotels.

“Our partnership with the Gift Voucher Shop offers Superquinn customers a little bit more than just the conventional shopping vouchers from most loyalty schemes, says Simon Burke, Executive Chairman, Superquinn. “Using the **One4all**[®] Gift Vouchers, customers can spend their points in a wide variety of ways, and not necessarily in the store of origin as other Supermarkets insist”, he added.

Michael Dawson, CEO of the Gift Voucher Shop said “We are delighted to be working in partnership with Superquinn in the fulfillment of their new customer reward scheme. Since we launched in 2002, The Gift Voucher Shop has always looked up to Superquinn as an example of excellence in

standards and in customer care and we believe this alignment of the two companies will provide the very best to the consumer. We are confident it will be a successful and mutually beneficial relationship for both parties”

Our partnership with the Gift Voucher Shop offers Superquinn customers a little bit more than just the conventional shopping vouchers from most loyalty schemes.

Superquinn was the first Irish retailer to introduce a loyalty scheme for customers in 1993. This programme was updated in 2003, creating the first partnership with another retailer in a deal with Argos. Today's launch of Superquinn Rewards marks a further improvement to the scheme and is just one component of a much wider plan of expansion and development currently being rolled out by Superquinn, aimed at providing Irish shoppers

with an enjoyable, rewarding experience at Superquinn stores.

Superquinn customers with SuperClub cards will receive their Superquinn Reward Card in the post and their Supercents will be rolled over to Points on the new card. One Supercent will equal one Point, with one Point earned per €1 spent. Customers who do not have a SuperClub card can obtain the new Superquinn Reward Card in any of Superquinn's 21 stores.

ENDS

For further information contact:

Sophie Clare, Fleishman-Hillard, 01 618 8438 / Ruth Burnside, Fleishman Hillard, 01 6188 481

Note to Editors

About Superquinn

Superquinn was founded by the Quinn family in 1960 and the company has grown to twenty one stores in total. Superquinn owns nine shopping centers in which the store is the anchor tenant.

In 2005, the Quinn family sold Superquinn to an Irish consortium, Select Retail Holdings, in a deal worth €420 million. It is now managed by Simon Burke, Executive Chairman, and a partner in Select Retail Holdings.

Superquinn Expansion Plans

Superquinn has announced an expansion plan which includes an investment of over €100 million, with two thirds of this set aside for refurbishment of the existing stores. To date, two stores have been revamped - one in Blanchardstown in June 2006 and the other in Lucan, the flagship store, last November. Five further stores are scheduled for revamp this year.

Superquinn has also recently announced two new stores - one as anchor tenant in the new Village Centre at Rathborne, Co. Dublin. A second new store is planned for Ranelagh, approximately the same size and expected to open end 2007 / beginning 2008. Another store is planned for a site purchased in Bray, with Superquinn listed as the preferred tenderer for the planned Northern Cross development.

About the Gift Voucher Shop Ltd

In 2002 The Gift Voucher Shop formed a partnership with An Post and launched in Ireland selling its Gift Vouchers through 1,000 Post Offices nationwide in addition to its online shop, www.giftvouchershop.ie, and call centre service.

GVS launched the **One4all**[®] Gift Voucher in 2004, a multi-store gift voucher which can be used in over 600 shops with 4,000 outlets nationwide including Argos, Arnotts, Brown Thomas, Champion Sports, Debenhams, Easons, Best Western Hotels, HMV and Smyths Toys.