

THE REJECT SHOP

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THE REJECT SHOP LAUNCHES IN WESTERN AUSTRALIA

The Reject Shop, one of Australia's fastest growing and most profitable discount variety retailers today announced the launch of its business in Western Australia, bringing a new competitive dynamic to discount variety retailing in the state.

The Reject Shop has already committed to two stores with several other stores in the advanced stages of negotiation. The first store will be located in Booragoon and will open in June followed shortly afterwards by a second store in Perth's city centre.

The Managing Director of The Reject Shop, Mr Barry Saunders, said: "Western Australia is now our number one expansion priority with plans to create a network of up to twenty stores in the long-term. Our decision to expand into this dynamic market follows extensive internal planning and research over a three year period, allowing us to secure the optimum store locations.

"On a personal note I am delighted to have the opportunity to once again further my retail career in Western Australia.

"We believe consumers will respond well to our customer friendly format and extensive range of low priced everyday needs and bargains on discount variety items. The Company operates a policy of national pricing across its network of 113 stores. As a result customers are set to benefit from increased competition in the sector which has previously been dominated by a small number of operators.

"We will shortly begin an advertising campaign to recruit local people to manage and operate our stores with long-term employment creation of up to 500 jobs," he said.

The Company anticipates opening 6-8 stores in the next three years expanding to 15-20 stores in the long-term, equating to an overall investment of \$5 million.

The Reject Shop has a firm commitment to the employment of local people to manage its Western Australian business and is currently recruiting for positions in the new stores and area management.

The Reject Shop

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