

MEDIA RELEASE

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FoodWorks' 1st QLD "Perfect Store" concept supermarket launched on the Sunshine Coast *~ The new generation FoodWorks Burnside was unveiled on Saturday...~*

The first full FoodWorks "Perfect Store" concept supermarket in Queensland was officially launched in Burnside on the Sunshine Coast on Saturday, 19 April 2008, coming in combination with the independent supermarket group recording strong third quarter year on year sales growth.

FoodWorks achieved third quarter (Jan – Mar 08) like for like sales growth of 7.9%, which exceeds the leading supermarket chain's results and equals it in year to date growth with 6.9%. The new Burnside store continues the group's growth drive, bringing the total number of FoodWorks branded stores on the Sunshine Coast to 16, with 156 in Queensland and 400 nationally.

FoodWorks Board Member Deborah Smith and FoodWorks Burnside storeowner Trevor O'Connor officiated the event with a ribbon cutting ceremony, opening the doors to this innovative store.

Having celebrated their 400th branded store last week, the past few years have seen the FoodWorks brand grow to be one of Australia's largest leading independent supermarket groups, supporting in excess of \$1.6 billion in annual aggregate store turnover.

FoodWorks National Business Development Manager Simon Thompson, who led the development of the "Perfect Store" concept, said: "Everything about FoodWorks Burnside, from its 'open space' layout, bold contemporary style, quality product offerings and fresh vibrant coloured branding throughout, speaks volumes about FoodWorks' innovative approach to delivering to our customers.

"The "Perfect Store" can be any size and any format but has to be the perfect opportunity for the customers of that region."

FoodWorks' first "Perfect Store" concept supermarket opened in Bradbury in NSW in December 2007 receiving positive feedback from customers, and FoodWorks Burnside is the second of these new generation stores for the group.

As the anchor tenant, FoodWorks Burnside shares a new shopping centre with a hairdresser, bakery, newsagency, medical centre, bottle shop and pharmacy. FoodWorks Burnside, which is 600 square metres in size, stocks fresh fruit and vegetable, dairy, meat, a delicatessen and general merchandise.

"Of course in a versatile supermarket industry, which changes as rapidly as its customers, we will strive to make each new "Perfect Store" concept store even better," Mr Thompson added.

The new to FoodWorks storeowner Mr O'Connor brings extensive retail expertise to FoodWorks Burnside, where he now employs 23 people from the local area. He knows what the local community want, having lived on the Sunshine Coast for the past seven years, and looks forward to featuring favourite local items in his store. He also welcomes customers' feedback on the new store.

"I'm very excited to finally open the doors to the public of this store that I'm so proud of. I'm also particularly thrilled to be in a position to work with the team of local staff who I feel confident will provide the type of customer-service excellence that FoodWorks Burnside will soon be famous for," Mr O'Connor said.

Working with the FoodWorks Burnside team will be Gary Brooker, also part owner of the store as well as its Grocery Manager.

Among the new key features of FoodWorks Burnside are its soft architectural characteristics, fresh, bold, colourful interior décor, a modern take on communicating specials to customers through a plasma TV front and central and crisp, modern produce area comprising dark pine lacquered bins.

Exciting entertainment and activities celebrating the official opening of FoodWorks Burnside included a jumping castle, temporary airbrush tattooing, colouring competition, helium balloon giveaways, product tastings, product giveaways, plus numerous other surprise giveaways, in-store opening specials and competitions.

FoodWorks Burnside is located at 87 - 91 Coes Creek Road, Burnside via Nambour and open from 6.30am until 7.00pm seven days a week.

For more information about FoodWorks visit the website at www.foodworks.com.au .

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Notes to Editor

What is FoodWorks?

FoodWorks is the only truly independent retail group of significant size in Australia, and is now bigger, bolder and stronger than ever before.

FoodWorks prides itself in its fresh, contemporary approach to retail whilst still retaining a friendly, community-focused relationship with their customers. Each and every retailer in FoodWorks is different and all have a strong sense of independence, but all proudly uphold the positioning statement 'What can we do for you today?'.

FoodWorks' Mission

FoodWorks' mission is to build the prosperity of its independent retailer Members.

Background

Created from the Merger of the FoodWorks Supermarket Group Ltd (FSG) and Australian United Retailers (AUR) in November 2004 in response to rapid industry consolidation and increased competition, Australian United Retailers Limited (AURL) is an independent retail supermarket group trading under the "FoodWorks" Brand.

Foundation members of FoodWorks were originally AUR, Foodstore, FoodWorks, Buy Rite, Cut Price, 727, Rite-Way, Food-Rite, Foodwise, Tuckerbag, Night Owl and Food-Way proprietors.

Today

Having made a strong entrance into the Western Australian market in early 2007, and securing stores in their final unrepresented state of South Australia this past January, FoodWorks now has over 700 associated supermarkets, food and convenience stores spanning every state / territory nationally, of which now 400 of these operate under the FoodWorks brand, clearly visible by the bright, fresh orange and green logo design and colourful signage.

FoodWorks completed a major restructure in mid 2007 in order to effectively represent the interests of their retail members in the competitive Australian supermarket industry. Now, having raised \$10.4 million from their internal capital raising, FoodWorks is well resourced for superior growth and strongly positioned to take full advantage of the plentiful opportunities available in the market place.

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