

FAREWELL TO SAFEWAY. WELCOME TO WOOLWORTHS.

Friday 22 August 2008

All Safeway supermarkets across Victoria will be gradually rebranded Woolworths as part of an Australia-wide rebrand that reflects the company's strong commitment to fresh food, convenience and value for customers.

The Safeway brand will not disappear overnight – there will be a phased approach to roll out the updated Woolworths branding as stores are refurbished. Safeway stores that have recently been refurbished will adopt the Woolworths brand over the coming months.

This will in fact be the return to Victoria of the Woolworths brand as it first appeared as early as 1933 on a store in Melbourne's Bourke Street. Woolworths continued to grow across Victoria and, in 1985, purchased Australian Safeway Limited from its parent company in the United States.

At that time, Woolworths stores adopted the Safeway name in Victoria. There are now 189 Safeway supermarkets across the state that will progressively assume the Woolworths name and new branding.

Woolworths General Manager of Marketing, Luke Dunkerley, said that the move would align its Victorian supermarkets with Woolworths' national network and reinforced the brand's recognition for best quality, fresh food and convenience.

"The rebrand will deliver shoppers a fresh new look to their supermarket while retaining the fresh food and exceptional value that they have come to expect from Safeway and Woolworths – new look, same great value.

"We are rebranding stores to retain our leadership position in what is an extremely competitive market. We have only achieved this leadership position by 'walking the talk' and Australian shoppers are voting with their feet.

"We understand that some Victorians feel some affection towards the Safeway brand because it has been a part of their lives many years but we want them to know that the only part of the brand that is changing is the name.

"The Safeway brand has represented great quality fresh food and groceries at competitive prices and Woolworths will continue to do that into the future," Mr Dunkerley said.

The update to the Woolworths brand is the first in 21 years and represents a fresh look that symbolises a continuing commitment to being "The Fresh Food People".

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It introduces a new icon that symbolises several aspects of the Woolworths brand:

- It is a stylised 'W' for Woolworths with the addition of an abstract leaf symbol representing fresh food
- It is reminiscent of one of the most famous Woolworths logos of the 1970s
- It represents a person - as in "The Fresh Food People" and the Woolworths focus on its customers.

The new branding was created by leading designer Hans Hulsbosch of the Hulsbosch Agency who recently updated the iconic Qantas identity.

Safeway stores initially lined up to be converted to Woolworths include Camberwell and Preston.

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History of Safeway and Woolworths in Victoria

- In 1933 Woolworths opened their first Victorian store in the heart of Melbourne's Bourke Street. The chain grew with the purchase of Nancarrow's, Edments and Crofts Food Stores.
- The Safeway name arrived in 1962 when the American company Safeway Stores Inc. took over the local Pratt's grocery business, based in Frankston. The chain expanded to NSW and Queensland.
- Woolworths bought Safeway from its American owners in 1985 and decided to not only keep the name but rebrand all of its Victorian stores to Safeway. Safeway stores in NSW and Queensland came under the Woolworths name.
- In 1987 the Woolworths and Safeway brands united under "The Fresh Food People" banner.
- Woolworths and Safeway are now one company operating under two brands – Safeway in Victoria and Woolworths elsewhere.
- Safeway customers may already have noticed the Woolworths brand – on Woolworths Homebrand and Woolworths Select private label lines and the Woolworths Everyday Rewards card which are available in all Safeway stores.