



Waterstone's

**For immediate release...**

## **Waterstone's move ahead of Marks & Spencer in Which? high street survey**

Waterstone's has once again been revealed as one of the nation's favourite high street shops in a Which? retail satisfaction survey.

Only high street giants Waitrose and sister company John Lewis were ahead of Britain's leading bookseller, who moved above Marks & Spencer in the survey for the first time.

Waterstone's Managing Director, Gerry Johnson said:

"I am delighted the Which? survey has again highlighted the special role bookshops play on the High Street. We place huge emphasis at Waterstone's on providing readers with a great range of books, terrific value and the best customer service we can give; this result is particularly gratifying as it demonstrates that we are serving our customers in the right way. It is a great vote of confidence in our booksellers, and we will all be working hard this year to make sure we live up to our customers' praise."

The Which? survey results follows on from Waterstones.com's recent silver badge in the Best Books Website category at the BT Online Excellence Awards.

**--Ends--**

Notes to Editors:

Waterstone's opened its first bookshop in 1982 and is now the UK's leading specialist bookseller, with over 320 branches in Britain and Europe. With a reputation built upon the knowledge and enthusiasm of our 4,500 booksellers, Waterstone's aims to interest and excite its customers, continually inspiring people to read and engage in books. An average sized Waterstone's store merchandises a range of around 30,000 individual books, with 200,000 titles in the largest store.

For further information on the Which? retail satisfaction survey, please go to:  
[http://www.which.co.uk/reports\\_and\\_campaigns/house\\_and\\_home/Reports/utilities\\_and\\_services/Home%20services/High%20street%20shops%20survey/High\\_street\\_shops\\_survey\\_657\\_107266.jsp](http://www.which.co.uk/reports_and_campaigns/house_and_home/Reports/utilities_and_services/Home%20services/High%20street%20shops%20survey/High_street_shops_survey_657_107266.jsp)

For further information on the BT Online Excellence Awards, please go to:  
[www.bt.com/onlineexcellence](http://www.bt.com/onlineexcellence)

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