



October 2009

LITTLEWOODS AND WOOLWORTHS TEAM UP FOR AFGANISTAN TROOPS CHRISTMAS DELIVERY

Littlewoods and Woolworths have teamed up to supply a host of products, including portable DVD players and Nintendo consoles to courageous troops serving in Afghanistan this Christmas.

Working alongside the Daily Mirror, which is campaigning to support the SSAFA (Soldiers, Sailors, Airmen and Families Association) welfare fund, Littlewoods and Woolworths are aiming to boost morale amongst the soldiers who are overseas during the Christmas season. Their efforts have been welcomed by the Ministry of Defence which is also campaigning to ensure the safe and appropriate delivery of goods to the armed forces.

Littlewoods and Woolworths will donate hundreds of items including:

- Sony 7in portable DVD players with a variety of DVD box sets
- DSIs and DSI games - Professor Layton Pandora's Box (logical and lateral thinking game)
- Nintendo Wii consoles PLUS sports resorts
- Adidas Boxing Gloves "Econo"
- Wind-up Radios/torches and chargers
- Redgroove docking stations Mi26B (for iPods)
- LED wind-up mini lanterns

The delivery, which was pulled together from a Christmas wish list written by the troops, will be sent out in time for the Christmas period, injecting a little festive cheer to the forces at such a difficult time.

Mark Newton-Jones, Chief Executive for Shop Direct Group, which owns Littlewoods and Woolworths, said: "We are keen to show our troops that we are thinking of them while they are overseas. Being able to send our brave servicemen and women a little bit of Christmas cheer is important to us. As such, in a gesture that fits in with the values of our brands, we are delighted to supply the gifts on their Christmas list and send our best wishes for the festive season."

Richard Wallace, Editor of the Daily Mirror, said: "We're proud to back this campaign and to show our troops on the frontline in Afghanistan that the British public is fully behind them. Christmas can be tough when you're away from loved ones and friends so it's the least we can do to provide them with some home comforts over the festive period."

-more-

For more information on Shop Direct Group please contact:

Anna Thomson at Freud Communications on anna.thomson@freud.com or 020 3003 6392

-Ends-

Notes to Editors:

- Shop Direct Group is the UK's leading online and home shopping retailer with a wide range of products covering fashion, furniture, home wares, electricals and gifts.
- The Group is home to the UK's most successful home shopping brands including Littlewoods, Great Universal and Marshall Ward.
- We have around five million customers with annual sales of £1.7bn.
- Our online sales have grown from 18% in 2006 to over 56% today and we are on track to have 70% of our sales online by 2010/11.
- We stock over 400 national and own brands including PPO, Preen, Jasmine Guinness, Love Label, Sony, Nike, Levi's, Adidas, Phillips, Kodak, Dyson, Bosch, Elements by Amanda Wakeley, Morgan, Rare, Goodsouls and Unique Boutique.
- Each year we take over 20 million orders and deliver over 50 million items.