



MEDIA RELEASE

Auckland, 17 September 2012

THE WAREHOUSE GROUP LIMITED

“House of Bargains” enhanced

As part of The Warehouse’s commitment to being New Zealand’s “House of Bargains” and “Home of Essentials”, The Warehouse has enhanced its sourcing and multichannel capability by purchasing the business of import specialist Insight Traders.

Insight Traders is a well established business with bargain sourcing capability that will compliment The Warehouse’s existing bargain sourcing activities. This will enable The Warehouse to continue to provide a more extensive range of products. It will also provide an alternative source of bargain products for the recently launched “Red Alert” one day deal website as well as our store offers.

Group CEO Mark Powell said “the purchase of this business is a good fit with our existing initiatives and will improve our ability to be the “House of Bargains” and “Home of Essentials” for New Zealanders”.

The purchase of the business is expected to be completed by the end of September 2012.

ENDS

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