

Largest programme of price reductions in The Netherlands starts again

Amsterdam – 3 May 2006 – The Netherlands’ best-known stores are again launching the largest nationwide discount campaign. Bijenkorf, V&D, HEMA, Hunkemöller, M&S, Praxis and Formido have pooled their resources for the third time in order to enable their customers to benefit from reduced prices for a three-week period. Dixons and Dynabyte are also taking part. The co-operation of these stores makes the ‘Kris Kras’ campaign unique in the Netherlands.

The discount campaign of the Maxeda stores follows a successful campaign in April and October 2006, though that did not include Bijenkorf and HEMA. The campaign is closely linked to Maxeda’s strategic direction, in which a passion for customer service plays a central role.

The Kris Kras campaign will run from 30 April to 13 May 2007 (Mothersday). Every customer that visits one of the stores will receive a free Kris Kras card at the cash desk. The customer can scratch open 5 of the 9 boxes on the card. The logo of one of the participating stores will appear under each of the boxes, along with a special offer, which could be for as much as 20%. The next time the customer makes a purchase, he or she then determines which offer to cash in. During the course of the campaign, 6 million Kris Kras scratch cards will be in circulation.

End of Press Release

Note for the editorial staff (not for publication):

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