



Press Release

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BSL LEADS THE WAY – CENTRALISING ITS BUYING EFFORTS

In an exciting and industry-leading shift, Betta Stores Ltd (BSL) and Panasonic Australia have established a central accounting process to truly integrate B2B electronic ordering systems for its franchisees.

Panasonic Australia is the latest supplier to establish central accounting processes with BSL, joining a growing list of brands including Sony, Centrex, Sleepmaker, Sealy and numerous IT suppliers.

Commencing from 1 November 2004, the electronic ordering system provides an efficient way forward and aims to set new benchmarks for sales growth and cost reduction.

BSL's Chief Executive Officer, Mr Guy Houghton, is confident that significant financial and operational benefits will be realised by all that participate in BSL's central accounting service.

"Our primary objective in reaching agreement with Panasonic was to ensure our franchisees retained their independence. The central accounting system allows for more efficient ordering, invoicing, claims management and price maintenance through the use of B2B processes and IT systems", Mr. Houghton said.

The two companies have allowed a two month transitional period for the new trading arrangement to be implemented.

This initiative is a first for the electrical appliance industry, seeing BSL maintaining its advantage over its competitors, and shifting its business into the future with the latest and most efficient programs to benefit its franchisees.

Further enquiries to be directed to:
Guy Houghton
Chief Executive Officer
BSL
07 3222 3999
guy.houghton@bsl.com.au