



Press Release

2 November 2004

BSL - Serious about Superstores

Betta Stores Limited (BSL) continues to deliver on its promise of expansion by rolling out a series of "Superstore" sites across Australia, with the second store set to open at Minchinbury, NSW.

The Ulladulla Superstore, located on the NSW Central Coast, opened its doors to the public on 11 October 2004.

The Minchinbury Superstore will occupy 1400m² and is on schedule to open in early December.

These Superstores are purpose-built to house every category of consumer electronics. This includes games – Play Station, X Box, Computers and accessories, White goods – fridges and washing machines, Air-conditioning – domestic and ducted, Brown goods – Plasma TV's and home entertainment units as well as small home appliances.

"The Superstores were designed with our consumers in mind - to answer their desire for a full range of products and technical advice, supported by improved after sale service – installation, demonstrations and delivery all under one roof."

"The Minchinbury Beta Electrical Superstore opening is further proof that we are serious about our expansion plans for this new concept store design, which will deliver on our promise of a full range of product and services".

"The Superstore concept is unique by way of its design - the store layout is designed to deliver a good overall consumer interaction whilst catering for a comprehensive range of products on display, all of which can be demonstrated on demand." said BSL CEO Mr Guy Houghton.

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