

News Release

20th November 2007

**A STRIKING POSTAGE DEAL AT SUPERDRUG
- Superdrug cuts the price of postage this Christmas -**

This Christmas sending festive greetings has just become better value as Superdrug will offer postage stamps at a five per cent discount. That's right, from Wednesday, 21st November Superdrug is offering first class stamps at a reduced rate. The reduction means a book of 12 first class stamps will be available for £3.87, a reduction of 21p on the Royal Mail price.

Last Christmas, Superdrug sold over a million cut price stamps and the chain is expecting a similar stampede to last year although customers will be limited to 72 stamps per transaction to ensure a fair deal for as many customers as possible.

Jeff Wemyss, Trading Director at Superdrug said: "This is an early Christmas present to our customers, wouldn't it be marvellous if the Royal Mail were able to strike a similar deal for its customers."

- ends -

For further information please contact Jenny Hill or Zaria Pinchbeck on 020 7896 3404 or email superdrug@z-pr.com

Notes to editors:

	NOW	Before offer	Saving
Book of 12 first class	£3.87	£4.08	21p
Book of 6 first class	£1.94	£2.04	10p
Book of 4 large first class	£1.82	£1.92	10p

- Offer available at all Superdrug stores across UK and Eire while stocks last (estimated to be mid December)
- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with 911 stores in the UK and Eire
- Superdrug is one of the health & beauty retail brands from the A.S. Watson Group (ASW) family – the world's largest health & beauty retailer and the largest perfumeries & cosmetics retailer. With a history dating back to 1828, ASW has evolved into an international retail and manufacturing business with operations in 36markets worldwide
- A.S. Watson has a network of over 7,800 retail stores globally with store in over 1,800 cities, with over 98,000 employees and serves over 25 million customers a week