



For Immediate Distribution

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DAVID JONES LIMITED JOINS LARGEST INDEPENDENT ELECTRICAL BUYING GROUP IN AUSTRALIA (NARTA)

David Jones Limited (DJS) has announced that it has become a member of the National Associated Retail Traders of Australia ("NARTA"), effective as of today. NARTA is the largest, independent, electrical-industry buying group in Australia. It has more than 30 members and is amongst the three largest Australian 'retail outlet buying channels' for electrical products from local and international manufacturers.

David Jones Group General Manager of Home & Food Mr Patrick Robinson said, "We are very excited about the opportunities that our NARTA membership will create for our Electrical business which covers 'whitegoods' such as refrigerators, washing machines, ovens, and rangehoods, 'browngoods' such as TVs, DVDs, home theatre and sound equipment and Home Office products.

"As a NARTA member David Jones will reap the benefits that a large-scale buying group can deliver, including increased negotiating leverage, improved competitiveness and access to a broader range of products and manufacturers," Mr Robinson said.

NARTA is a non-profit organisation which was established in 1965. It has an impressive 40 year track record of being a stable for the premier electrical retail brands.

NARTA's core function is to assist members to compete effectively in the marketplace by providing services which members would not be able to achieve in their own right. It has members from all States and Territories including Bing Lee, Downtown Duty Free, JB Hi-Fi, NAPF, Clive Anthonys, Radio Rentals, Clive Peeters, Rick Hart and Warehouse Sales.

Ms Kay Spencer, Managing Director of NARTA said, "We are delighted that David Jones today became a member of NARTA.

"David Jones' membership will further enhance the buying scale and negotiating position of NARTA in the consumer electronics and appliance market, enabling us to provide our members with the broadest range of competitively priced electrical goods,' Ms Spencer said.

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