

**News Release**

4<sup>th</sup> February 2008

**STAMPS DISCOUNT TO CELEBRATE VALENTINE'S DAY  
- after £140,000 festive price cut, Superdrug offers cut price postage offer  
over Valentine's Day and Mother's Day -**

When Superdrug offered postage stamps at a 5 per cent discount in the run-up to Christmas 2007 the store was amazed at the number of stamps sold. **Eight million stamps** in total were sold at the discounted price, seeing customers save £140,000.

To celebrate Valentine's Day and Mother's Day this year the retailer is planning to repeat the offer and estimates to save customers £25,000 on the cost of sending greetings cards.

The discount sees stamps offered at a reduced rate; a book of **12** first class stamps is available for £3.87, a reduction of 21p on the Royal Mail price. This is the first time that Superdrug, or any high street retailer, has sold postage stamps at a discount for Valentine's Day and Mother's Day. Each customer is limited to buying a maximum of 72 stamps.

Jeff Wemyss, Trading director at Superdrug said: "After the success of our discounted postage stamp offer at Christmas we decided to repeat the activity, we've given festive greetings and now want to help customers spread a little love. Valentine's Day and Mother's Day are the most popular times of year, along with Christmas, for sending cards in the post and this discount will make sending one or more cards better value."

- ends -

For further information please contact Jenny Hill on 07971 117265 or email [superdrug@z-pr.com](mailto: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	11p
Book of 4 large first class	£1.82	£1.92	10p

- Offer available at all Superdrug stores across UK and Eire from 7<sup>th</sup> February to 2<sup>nd</sup> March
- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with over 900 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 36 markets 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