



For Immediate Release

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Supercheap Auto wins National Retail Association Awards

Supercheap Auto cleared the floor with major wins at the prestigious National Retail Association (NRA) 2008 Rewards for Excellence Gala Dinner, held in Sydney last week.

Now in their 14th year, the NRA Rewards for Excellence recognise outstanding Australian retailers, promoting the pursuit of excellence in retailing.

Supercheap Auto was awarded three awards at the Gala Dinner including Young Retailer of the Year, Best Designed Store and Best Training Initiative.

The Young Retailer of the Year Award, which recognises outstanding young retailers less than 25 years of age, was awarded to Wade Johnston – Store Manager at Supercheap's Oxenford store at Queensland's Gold Coast.

At the Gala dinner, Wade captivated an audience of over 500 of Australia's top retailers with a presentation on 'how to promote an organisation using the social networking site *Facebook*'.

Supercheap Auto Group's Managing Director, Peter Birtles said; "The NRA Gala Dinner provides a fantastic opportunity to celebrate both the Group's outstanding performance during the past financial year and the achievements of individuals within Supercheap Auto".

Supercheap Auto's Queensland Caboolture Superstore was awarded Best Designed Store.

With more than 1000 m² in size, the store features more than 12,000+ products to offer an exciting new shopping experience that attracts and informs customers and motorsport enthusiasts.

Crowning the evening, Supercheap Auto's Business Leadership Academy was recognised as Best Training Initiative.

The Business Leadership Academy forms part of the Group's strategy to attract, develop and retain first class quality retail employees and involves partnering with respected external educational providers, such as Charles Sturt University, Chifley Business School and the Australian Centre for Retail Studies to ensure the employees receive world class development opportunities.

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