

24 January 2013

Coles partners with dmg Radio to launch *Coles Radio* *Reaching an audience of over 14 million Australians every week*

In an Australian radio first, Coles supermarkets and dmg Radio Australia have signed a major partnership to digitally stream *Coles Radio* to over 750 stores - reaching over 14 million customers nationally, every week.

Using the Coles digital network, *Coles Radio* is set up to enhance the customer in-store experience with a rich music format offering an extensive playlist that is tailored to the time of day.

Simon McDowell, Coles Marketing and Store Development Director, said, "We are committed to delivering an outstanding customer experience. This means we need to focus on every detail - even the soundtrack."

"In an Australian first, we have partnered with dmg Radio Australia to produce the soundtrack to Australia's weekly grocery shop and launch *Coles Radio*. dmg Radio Australia are the experts, and it is great to be working together to create a unique digital music platform."

"Whether you are a fan of Stevie Wonder, Lionel Richie, or Ellie Golding and Katy Perry, our new partnership is set to deliver a soundtrack that will have millions of Aussie customers humming down the aisle every week," continued Simon McDowell.

Cathy O'Connor, dmg Radio CEO said, "This partnership with Coles is a demonstration of dmg's broader focus on leveraging its skills in broadcast and content creation beyond its own radio brands. We are thrilled to be creating an innovative and world class in-store and digital radio experience for Coles and in joining with them to market the service to advertisers."

Coles Radio will also provide Coles suppliers with the opportunity to deliver messages through seven different streams, for each State and Territory. Coles Radio will have the flexibility to tailor different messages to appeal to the specific needs of each market increasing the attraction to potential advertisers.

For Australia Day, Coles asked customers and team members to nominate their top ten classic Australian tracks and these songs will be played on Coles Radio in-store nationally this Sunday.

The top ten songs:

Down Under - Men At Work, *Working Class Man* - Jimmy Barnes, *Better Be Home Soon* - Crowded House, *Great Southern Land* - Icehouse, *I Still Call Australia Home* - Peter Allen, *You're The Voice* - John Farnham, *New Sensation* - INXS, *Saturday Night* - Cold Chisel, *Dumb Things* - Paul Kelly and *The Horses* - Daryl Braithwaite.

-End-

Contacts for media inquiries:

Anna Kelly – Coles Corporate Affairs
0438 796 745 / anna.kelly@coles.com.au

Jane Elliott - dmg Radio Publicity Director
0428 508 628/ jelliott@dmgradio.com.au

