| Press Release

Lisbon, 17 February 2014

With the competition "The Critic", until 28 February

WORTEN BOLSTERS ITS PRESENCE ON THE SOCIAL NETWORKS BY OPENING ON GOOGLE+

Worten is continuing its wager on the social networks and is going to open on Google+ on Wednesday 19 February on https://plus.google.com/+worten. After Facebook and Twitter, it is now time to launch its page on Google+, in order to be even closer to its customers. Worten is going to launch a fun competition to run between 19 and 28 February to celebrate its opening on this social network.

The competition is called "The critic" and just as the name suggests, it consists of challenging the users to write and share their own opinion about a film of their choice that has been nominated for the cinema awards that are going to be held in Hollywood, in early March. The best two critics will win the following prizes: a Samsung Smart TV 3D (1st prize) and a Lenovo Yoga tablet (2nd prize). The winners are going to be announced on 15 March.

The new Worten page on Google+ is going to let visitors see all the latest technology on the market, the brand's best advertising campaigns, store activities, among many other things, always focusing on what is new, innovative and fun.

By joining Google+, the brand, which has presented quite original solutions online, continues its strategy of bolstering its presence on digital platforms, making the world more and more Worten.

The world is getting more and more Worten.

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