| Press Release

Lisbon, 19 February 2014

New campaign in force until 12 March

EQUIPPING THE HOME IS LOW COST WITH WORTEN

Low prices have arrived at Worten with the new Low Cost campaign, which begins on 19 February. Worten stores are going to have all different kinds of appliances at the best prices on the market until 12 March. The campaign is being advertised on TV, radio, outdoors, in leaflets, online and through in-store communication.

"Living together is an adventure. Equipping the home is low cost." is the campaign motto and shows customers a wide range of own-brand products and others, all at an excellent price/quality balance.

This way, Worten invites everyone to renew their technological equipment at low, low prices.

TV advert credits:
Agency: **FUEL**
Creative directors: Pedro Bexiga and Marcelo Lourenço
Creative team: Pedro Bexiga, Marcelo Lourenço, José Catalão, Nuna Martins
Account director: Duarte Simões
Account team: Duarte Simões, Vânia Araújo
TV Producers: Pedro Silva and Rita Santos

Produced by: **Sync**
Director: Pau de la Sierra
Producer: Esequiel Viegas
Photography director: Oriol Vila
Art director: Artur Pinheiro
Wardrobe: Kali Quaresma
Production director: Paula Miguel
Production: João Faria
Director's assistant: Alexandre Alves
Post-production sound: Índigo
Post-production Video: Sync

The world is getting more and more Worten.

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