CONTINENTE **PRESS RELEASE**

Matosinhos, 9th April 2014

Continente brand continues to back quality of products and customer trust

CONTINENTE OFFERS ITS LOWEST EVER PRICES

Continente has just reduced its prices for fruit, vegetables and butchery and bakery products. As a reminder, these products normally generate frequent store visits, being the basic essentials of a customer shop. As such, the brand intends to provide its lowest ever prices, offering real savings opportunities, with all the quality, guarantees and trust to which the customers are accustomed.

Once again, Continente is strengthening its commitment to always be at their customers' side, helping them to keep up the good little everyday things, offering the lowest prices, this time on fruit, vegetables and butchery and bakery products.

With more than 25 years of experience in the selection of the best food products, Continente plans to continue to back initiatives which provide Portuguese families with the best value offers, always at the lowest prices.

Link to view the accompanying clip:

http://we.tl/RmyGOV3QX6

For more information, please contact:

GCI | Sílvia Marçal

smarcal@gci.pt

21 358 30 20