**| Press Release**

Lisbon, 28 May 2014

# WORTEN SMART TVs COME WITH GALP DISCOUNTS

**Worten has just launched a World Cup campaign in partnership with Galp to ensure everyone can watch the national squad games in the best possible conditions. Anyone who buys a Smart TV at a Worten store between today and 17 June is going to get cut-price fuel from Galp forecourts.**

Customers who buy a Smart TV at a Worten store are going to get cut-price fuel from Galp forecourts. The discount vouchers are given out depending on the kind of equipment the customers buy:

**Smart TV 40" or 42" - €80 discount** (4 vouchers)
**Smart TV 46 to 50" - €160 discount** (8 vouchers)
**Smart TV larger than 50" - €300 discount** (15 vouchers)
**UHD (Ultra High Definition) - €500 discount** (25 vouchers)

When customers buy a TV they are given a form they have to fill in with the details about their Smart TV and then send it to the Worten Contact Centre along with a copy of their receipt. Once all the details have been checked, the booklet with the discount vouchers will be sent to the address the customers gave.

This is one more way that the brand hopes to stand out from the other players on the market, offering something extra to anyone who buys their appliances from Worten stores: in this case fuel vouchers.

But there is even more! Worten also has a competition running on its Facebook page called 'Portugal plays in HD' that is giving away three latest-generation televisions.

The brand is asking everyone to take selfies with their old TV and send them in by 11 June to http://mundial.wortenapps.com. The most original entry wins a 48'' Samsung LED with a curved screen (LED curve SMART TV 48" SAMSUNG

UE48H8000SLXXC). The second and third places take home a Sony 32'' LED (TV LED HD 32'' SONY KDL-32R410).

The Worten World Cup is being publicised in leaflets, in-store communication, online and in the press, radio and TV.

**TV advert credits:**

Agency: FUEL
Creative directors: Pedro Bexiga and Marcelo Lourenço
Creative team: Pedro Bexiga, Marcelo Lourenço, Rita Carmo. Nádia Pinto, José Catalão and Tiago Tomé
Account director: Duarte Simões
Account team: Duarte Simões, Vânia Araújo
TV Producers: Pedro Silva and Rita Santos
Production company: Sync
Director: Pau de la Sierra
Producer: Esequiel Viegas
Photography Dir.: Oriol Vila
Art Dir.: 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

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