| Press Release

Lisbon, 23 July 2014

WORTEN OPENS A NEW STORE IN TONDELA

Worten is opening a new store to the public in Tondela today, 23 July. The new store covers some 440 m2 of sales floor and presents the brand's new concept, which it hopes meets customers' expectations with a wide variety of products and guaranteed lowest prices on the market.

The new store bolsters the brand's presence in the centre of the country and expands Worten's area of influence. It offers the inhabitants of Tondela a huge range of products and services at the lowest prices.

The space was designed using the new Worten store concept which offers customers a more enriching shopping experience with variety, innovation and clearer, more direct information about the items on sale and there is knowledgeable, qualified customer care from all the staff.

There are well-defined spaces for the specialist areas in telecommunications (Worten mobile) and gaming (Worten Gamer) and this new store also has the Worten resolve space where customers can find solutions regarding after-sale matters.

The store has a recycle bin (*Depositrão*) where customers can leave their small appliances for recycling and contribute towards the Team Worten project that donates €50 in new equipment to Portuguese charities for every ton of old equipment that is handed in.

Radio, press, in-store communication, outdoors and special-offer leaflets valid between 23 and 29 July were all used to tell people about the opening of this new Worten store.

Tondela is getting more and more Worten.

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