| Press Release

Lisbon, 30 July 2014

EQUIP YOUR HOME INSIDE AND OUT WITH WORTEN'S HELP

Worten's 'Everything for the Home' campaign kicks off on 30 July, when the brand offers everyone the chance to equip their home with the best equipment at the lowest prices. This latest campaign is going to run until 26 August and is also going to have a 10-instalments without interest campaign running alongside (0% APR), on all items costing over €150.

The campaign's motto is "Equip your home inside and out" and it is dedicated to everyone who wants to equip their home or even just make some "improvements", that feel so good in mid-summer.

Other customers, who are getting ready to start their holidays and realise they still need a tablet, smartphone or camera, can also find a wide range of good offers and they can even buy on credit at 0% APR for all items over €150.

TV, radio, press, outdoor, on-line, leaflets and in-store communication were all used to publicise Worten's 'Everything for the Home' campaign.

TV advert credits:

Agency: FUEL

Creative directors: Pedro Bexiga and Marcelo Lourenço

Creative team: Pedro Bexiga, Marcelo Lourenço, Nádia Pinto and Rita Carmo

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 Hosta and Sergi Gallardo

Art Dir.: Artur Pinheiro

Wardrobe: Kali Quaresma

Production director: Paula Miguel

Production: Beatriz Feio

Director's assistant: Luís Lisboa and Alexandre Alves

Post production sound: Índigo

Post production video: Sync

Follow us on:

www.facebook.com/wortenpt

https://twitter.com/#!/WortenPT

https://plus.google.com/+worten

http://www.youtube.com/wortenpt

http://www.pinterest.com/wortenportugal

For further details, please contact:

M Public Relations

Mauro Sousa

ms@mpublicrelations.pt

21 154 61 22