| Press Release

Lisbon, 22 October 2014

WORTEN LAUNCHES MEGA PROMOTION CAMPAIGN WITH DIRECT DISCOUNTS UP TO HALF OFF

Continuing its 18th anniversary campaign, Worten is launching another edition of its now famous "mega promotion" today, 22nd October, that has a huge range of items with direct discounts up to half off. The campaign is going to run until 11 November at all Worten stores including the online store at www.worten.pt.

Hot on the heels of its credit campaign, Worten is now offering its customers a mega promotion with the chance of buying countless items from a wide range of household names with direct discounts up to half off.

The motto is "Celebrate with anniversary with direct discounts up to half off" and customers can get a wide range of items at the lowest prices on the market and added discounts.

This campaign was developed by FUEL and produced by SYNC, to be run on television, radio, online, outdoor, on leaflets and in all the Worten stores in the country.

TV advert credits:

Agency: **FUEL**
Creative directors: Pedro Bexiga and Marcelo Lourenço
Creative team: Pedro Bexiga, Marcelo Lourenço, José Catalão, Inês Meireles
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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