**| Press Release**

Lisbon, 20 April 2015

# WORTEN SALES FORCE MANAGEMENT WINS EXCELLENCE AWARD

**The Worten Sales Force Management project, based on the company's internal policy of *Improving our Work* has been awarded a prize in the "Quality Excellence" category, by the Kaizen Institute and the '*Associação Portuguesa para a Qualidade*'.**

Worten operations director, José Vieira de Almeida, said "this award bolsters our perception that we are on the right track, working towards a continuous improvement in the internal processes every day, in order to offer our customers more and better."

The Kaizen Institute and the Associação Portuguesa para a Qualidade, said that the strengths of the Sales Force Management project were its unique character, the improvements of the customer services and the consequent strengthening of sales.

There is a Sales Force manager in all the stores, whose job is to pay greater attention to Worten customers, providing them with the information they need and proper customer care.

The Kaizen Lean Prize 2014 award ceremony was held at Lisbon's Museu do Oriente last Wednesday 15 April to distinguish the best continuous improvement practices that are believed to be sources of innovation and competitiveness.

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