worten | **Press Release**

Lisbon, 22 July 2015

WORTEN LAUNCHES NEW "SÓ" CAMPAIGN WITH UP TO 40% OFF IN DIRECT DISCOUNTS

This Friday, Saturday and Sunday (24 and 25 and 26 July) Worten is launching its "Só" (Only) campaign. The campaign offers all customers the chance to buy a wide selection of items with direct discounts of up to 40%.

This campaign, which was launched for the first time back in February this year, bolsters the brand's promotional plan by giving customers the chance to buy technology products (more than 100 different item) in specific categories (telecommunications, image and hi-fi, photography, IT, household appliances and active life) with direct discounts of up to 40%.

The main stars of this campaign are going to be the ACER tablets, which all have a 20% discount, and a huge selection of LG televisions with a direct discount of up to 40%.

Worten has chosen radio, press, outdoor, online, in-store and flyers to publicise this event that promises to capture everyone's attention.

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

Press contacts

João Santos Pereira | Liliana Ferreira

BA&N Communications Consultancy

Tel: 213 195 642/6

jsp@ban.pt | lf@ban.pt