



ALDI Stores
(A Limited Partnership)
1 Sargents Road
Minchinbury NSW 2770

Media Statement

29 January 2010

ALDI CONTINUES TO LEAD WITH PERMANENTLY LOWER PRICES

ALDI acknowledges Woolworths' announcement to lower some grocery prices, but highlights the need for further clarity so consumers can make informed purchasing decisions.

Tom Daunt, Managing Director - Buying ALDI Stores, says ALDI has led the market with the lowest grocery prices for its high quality exclusive brands for years and continues to do so.

"The November 2009 CHOICE supermarket survey found ALDI is **25 per cent** cheaper than our nearest priced competitor," he says.

"It's not surprising the MSCs are starting to lower some prices because they've benefited from global conditions such as a strengthening Australian dollar in foreign exchange rates and drops in most commodity prices.

"ALDI has already been passing these benefits directly on to customers and continues to offer our high quality goods at unbeatable value.

"Furthermore, ALDI has been recognised for driving competition in areas where we have a presence, and we continue to see the MSCs react to our ongoing expansion and market leading initiatives.

"We led the industry in Unit Pricing (November 2007), National Pricing (April 2008) and we are still the only grocery retailer to list all products and prices online (www.smartershopping.com.au).

"We continue to champion trust and transparency so consumers know exactly the value they are getting when they shop at ALDI," says Mr Daunt.

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