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Myer reinvigorates brand through print

It might have an Australian beauty queen as a spokesperson and boast numerous international brands exclusively, but a customised corporate book is what Myer is most excited about adding to its suite of marketing tools for 2008.

The book, titled *your store Myer*, was published by custom corporate book specialists, Focus and tracks the 107-year history of the iconic Australian retail brand.

20,000 copies will be published and distributed by Myer management to key stakeholders as part of a communications strategy to reinvigorate the brand.

A vital part of reinvigorating the Myer brand is grafting the vision and values of the company's founder with a dynamic vision of Myer's future. "We feel *your store Myer* does this in a way no other marketing medium could have because it is highly visible and so engaging. We are extremely pleased with the book and think it will deliver huge benefits to the Myer brand and our brand proposition," said Bernie Brooks, chief executive officer, Myer.

According to Jaqui Lane, chief executive officer, Focus, "more and more companies are investing in customised corporate books as part of their marketing strategy because it offers them an alternative way of speaking with their key stakeholders."

"Customised corporate books are part of a high level strategic marketing plan and increasingly companies are using them as a way of talking in a unique way to a different audience," said Lane.

Your store Myer will be launched in Melbourne on 16 September and Sydney on 18 September.

To purchase a copy of the publication RRP \$49.95 visit www.focus.com.au

About Focus

Focus is a world leading publisher of corporate and stakeholder custom books. Since it was founded in 1989, Focus has published over 400 titles for companies throughout Australia, Asia, the Middle East and Europe. Focus books have provided companies with a high-quality, permanent interface to the client's customers and key stakeholders, as well as access to business and government decision makers world wide.

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