

MYER

Media Release

****Embargoed until 6.30pm, Tuesday 16 September****

Tuesday 16 September, 2008

Australian launch of the Myer book

Over 50 members of the Myer family, one of the biggest public gatherings of the family under one roof, will be present for the official launch of the book to commemorate the history and future of the Australian retail icon.

With a history spanning more than 100 years, Myer is an integral part of the Australian social fabric and cultural framework of the nation. From modest beginnings in Bendigo in 1900, through to the thriving nationwide retail business that it is today, Myer has defined the spirit of Australian retail and helped foster a broader set of values – family, community, and philanthropy - that have earned it a lasting place in Australian and Melbourne hearts.

'*Your Store Myer*' captures and celebrates this heritage, as well as the initiatives and innovations for which Myer is renowned. It tells the story of a business that has thrived on an entrepreneurial spirit, and a deep understanding of market trends and consumer needs. It also pays tribute to the staff, suppliers and customers who have helped to ensure that Myer is one of the oldest surviving brands in Australia. This book also includes images and material never seen before.

While many books have looked at the life of Sidney Myer, '*Your Store Myer*' is the first historical snapshot of the Myer business written since 1960. It looks at every aspect of the business - its early history in country Victoria, its purchase of Grace Bros., its separation from the Coles Group, and ultimately its new ownership, and support from Myer 'face' Jennifer Hawkins. When the *Texas Pacific Group* (TPG) took over the business in 2006, importantly the Myer family remained in the business as part of the successful consortium.

'With Myer in an exciting new phase under the direction of TPG and the Myer family, we felt it important to formally reflect on the key events, people and values that have shaped the Myer business over its long history, and made it the institution that it is today', said Myer CEO Bernie Brookes.

'Myer now has 65 stores across the country, is engaged in historic redevelopments of its flagship Melbourne and Sydney stores, and is well on its way to becoming a truly world-class retailing business. It is heartening to note that at this juncture in the business, core values — family, community, and philanthropy — still play a key role in the way we run our business. It is Myer's strong history and values that inform the way we operate today and which will continue to ensure that we are clearly differentiated, and remain the leader, in the Australian retail market,' he said.

'The book has come together as a result of the expertise and commitment of Focus Publishing, the passion of its author, Stella Barber, and the strong support shown by the Myer family, staff and suppliers who have had long-standing associations with Myer. We are extremely pleased with the result,' he said.

About the author

'*Your Store Myer*' is author Stella M. Barber's third published history – the first being the well-received *Sidney Myer, a Life, a Legacy*, published in 2005 and now in its second print run. Stella has worked for twelve years as company historian and archivist. She spent nine months putting together '*Your Store Myer*', using a combination of sources including oral history, company records, newspapers and photographic documentation to bring together the history of the Myer business. Stella has a deep and

enduring passion for retail and fashion history, and is currently working on the forthcoming Myer book, *'Myer: the Face of Fashion'*, due to be published by the end of the year.

About Focus Publishing

Focus Publishing is a world-leading publisher of corporate and stakeholder custom books. Focus has published over 400 titles for companies throughout Australia, Asia, the Middle East and Europe. Custom books provide companies with a high-quality, permanent interface to customers and key stakeholders, as well as access to business and government decision-makers worldwide.

WHAT: Australian launch of *'Your Store Myer'* – a history of the iconic Myer business
WHERE: *The Ian Potter Centre: NGV Australia*, Federation Square
Corner of Russell and Flinders Streets, Melbourne
WHEN: Tuesday 16 September, 2008 at 6.30pm
WHO: 50 members of the Myer family; Myer Executive Chairman, Bill Wavish; Myer CEO, Bernie Brookes; author, Stellar Barber

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For further information:

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