



DATE: 9 May 2011

ATTENTION: The News Editor

### **AGRA CUSTOMERS WIN ALL THE WAY.**

Shopping with Agra during its “*Step into the Wild*” promotion from February until April this year resulted in seventeen lucky winners being very well equipped for camping. At each Agra branch, one person won a camp set valued at N\$15 000, consisting of a tent, chairs, stretchers, sleeping bags, pots and a large variety of other utensils and products. The total value of these prizes was N\$255 000.

Agra customers now stand a chance again to win prizes to the total value of N\$300 000, in Agra’s annual hunting promotion. This “*Aim for the Big Game*”- promotion starts on 21 April and runs until 31 July 2011. Customers, who buy for N\$1000 or more, qualify to be entered into the competition. In the first draw on 10 June, fifteen Agra vouchers of N\$5 000 each can be won. On 8 July, one customer in the northern, central and southern region will each drive away with a quad bike. On 12 August three cold rooms will be given away to three lucky winners!

The total value of prizes given away in Agra competitions, already amounts to more than N\$500 000 for the year. “Through our big monthly specials and these competitions, we like to give something back to our loyal customers”, said Graeme Schaefer, Agra’s group buyer.

**Ends.**

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