

# LOTTE SHOPPING CO., LTD

News Release: IMMEDIATE RELEASE

## Offering 'Masterpieces'

### -Lotte Department Store to commence the 2014 Challenge Sale-

- A 5 Billion Won worth called 'Steady Seller Summer Product Festival' in which is planned discounts in the range of 40~70% and large scale gift-giveaway events.
- 'Reward' giveaway event with the best benefits ever will be held with rewards including the top prize of 1,000 times the value of the purchased goods up to a maximum of 1 Billion Won to be raffled
- The Department Store will be offering the best services, a lot of enjoyments along with presentation of seasonal services such as giveaways including hand-held fans and rain covers as well as 'Masterpieces'

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**Lotte Department Store will be holding the 'Regular Summer Sale' over a period of 31 days from June 27 (Friday) to July 27 (Sunday). Lotte Department Store has set 'Masterpiece' as the theme of the regular summer sale this year and is offering the largest scale gift giveaway event ever along with the promotional events with the best benefits and a lot of enjoyments.**

With the continuing economic stagnation in the 1<sup>st</sup> half of this year, particularly with numerous major disasters in the country, the Department Store is aiming to restore the consumer's confidence and to provide highly enjoyable shopping opportunities to the customers through the best sales of 'Masterpieces'.

**The highlight of the summer sale will be the biggest raffle reward of returning 1,000 times the value of the purchase made up to the maximum of**

**1 Billion Won, the largest sized reward in the history of retail sales industry.**

In fact, the Lotte Department Store has drawn a lot of attention through the diverse range of gift-giveaway events it had held so far. The gift-giveaway events during this summer sale will return the money customers spent in shopping at the Lotte Department Store with the 1<sup>st</sup> prize (1 person) of returning '1,000 times the value of purchased goods (up to the maximum of 1 Billion Won)', the 2<sup>nd</sup> prize (2 persons) of returning '100 times the value of purchased goods (up to the maximum of 100 Million Won)', the 3<sup>rd</sup> prize (5 persons) of returning '10 times the value of purchased goods (up to the maximum of 10 Million Won)' and the 4<sup>th</sup> prize (100 persons) of returning 'equivalent to the value of purchased goods (up to the maximum of 1 Million Won)'. Anyone who visits the Department Store can participate in the raffle the drawing of winners will be held on August 6 (Wednesday) at the Main Lotte Department Store and the winners will be notified individually on August 11 (Monday) they can also check the official website of the Department Store.

**Moreover, the largest scale product event ,the most appropriate for the summer season is also planned to be held.**

**Firstly, all the Department Stores will hold 'Steady Seller Summer Product Festival', which will offer a total of 60,000 pieces of female fashion items by approximately 50 brand names with a total value surrounding 5 Billion Won. This is the first time that the Lotte Department Store is offering such a large scale product range during the regular summer sale.**

**'Daehyun Family Sale', a leading young fashion's group, will be held over a period of 5 days from June 27 (Friday) at the Event Hall of the Main Lotte Department Store. In addition, the Main Store will hold a 1-day special events of 'Products offered to customers standing in line' and 'Special 50% D/C promotion on first-come first-served basis' on June 27 (Friday).**

**The Lotte Department Store in stage diverse range of cultural marketing events that are befitting to the theme of the 'Masterpiece' sale at various locations.** Firstly, customers will be able to encounter the masterpieces of impressionist

artists from France including Monet and Signac by manufacturing wide range of gifts to be given away, such as umbrellas and beach-bags as well as production of advertisements on shopping bags and coupon books by using their masterpiece works. During the 1<sup>st</sup> week, 'Jon Burgerman' designed travel bags, planned in association with the premium bag brand 'Husky New York', and, during the 2<sup>nd</sup> and the 3<sup>rd</sup> week, beach-bags and large umbrellas with the designs from the 'Musée d'Orsay Exhibition' will be given away as presents. Moreover, during the period of July 4 (Friday)~13 (Sunday), the largest scale 'French Goods Festival' in our history will be held in association with the French Embassy with exhibition of the 8m high reproduction of the Eiffel Tower to enable the customers to experience the cultures and sensibilities of France.

The Department Store will be providing specialized services for the summer season including offering of 'Masterpiece ice cream' and hand-held fans with the drawings of Monet launched in association with Lotte Food to all the customers visiting the Department Stores and the MVG, and 'Rain Cover' for the shopping bags during the rainy season and 'Cool scarf' during the sweltering hot season, for customers who use public transportation.

Furthermore, **advanced payment promotion for 'special monetary value vouchers (30,000 and 50,000 Won)' will be held.**

The vouchers can be used from June 27~July 6 and for the purchase of fashion products with values over 300,000 Won and 500,000 Won, respectively.

Lee, Wan Shin, the executive director for the marketing division of the Lotte Department Store, stated that, **"the social atmosphere in Korea was highly subdued and the consumer confidence substantially diminished in the first half of this year partly due to the numerous major disasters and incidents that occurred,"** and that, **"the Department Store will be holding diverse range of marketing events that would not only revive the consumer confidence but also offer psychological stability and joy to the customers."**