



**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

The Co-op sails into James Cook University

Students and staff set to benefit from two new on-campus retail stores

The Co-op is thrilled to announce James Cook University will be joining the co-operative's store network, with the retailer set to open two new stores at the university's Cairns and Townsville campuses. This latest acquisition promises to improve the university experience for both students and staff, providing them with access to practical products and services that are both affordable and beneficial for them.

These two stores give the Co-op a retail footprint of 57 stores across Australia, firmly positioning it as the country's leading campus-based retailer. Both stores will offer textbooks and other learning essentials for students, along with general fiction and non-fiction titles and general merchandise, including items in the mobile, technology, beauty, sports, fitness and stationery sectors.

The Co-op brings a successful and sustainable business model to university retail through innovation, economies of scale and a firm commitment to its Members. "The Co-op is a customer-focused retailer, one committed to improving the student experience and university life as a whole," commented Peter Knock, Chief Executive Officer at the Co-op. "By expanding our retail network and extending to more campuses, we are able to play an active role in the development and support of even more people across Australia. We're thrilled to be expanding into James Cook University and look forward to forging strong and positive relationships with both its students and staff. As always, all profits made from these stores will be directed back to Co-op Members in the form of discounts, scholarships and sponsorships."

Located in Douglas, about 13 kilometres from the CBD, James Cook's Townsville campus is home to more than 11,000 students from around the world. The Cairns campus is slightly smaller, with a little over 4,000 students studying onsite, and is located near the northern beaches in Smithfield, about 15 kilometres north of the city centre.

James Cook University's Deputy Vice-Chancellor (Services and Resources), Tricia Brand, said that the Co-op's size will enable it to respond to industry trends and provide a comprehensive customer-focused service on each campus.

With more than 20,000 students globally, James Cook University is one of the world's leading institutions focusing on the tropics. As well as offering mainstream undergraduate programs, the university is known for its unique and internationally-recognised environmental science and research studies. The Co-op will take over the operation of the stores at Townsville and Cairns campus on 17 October, 2014.

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For further information or to request an interview with **Peter Knock**, please contact **Loretta Rezk**, phone: **(02) 9325 9602**

Notes to Editor:

About The Co-op:

- Australia's largest member owned retailer with over 1.8 million members
- Australia's largest campus retailer and largest Co-operative
- Australia's oldest online retailer (since 1996) and now one of Australia's largest e-commerce sites -
- www.coop.com.au
- 2014 + 2013 Australian Retailers Association Multichannel Retailer of the Year Runner Up
- Australia's most innovative Omni-channel retailer
- Australians preeminent source of knowledge for future leaders
- Formed in 1958, owned by members for members
- 57 stores nationwide and growing
- Lifetime membership (\$25 once off) open to everyone - extensive member benefits
- Multi product retailer (includes computers, tablets, tech gear, apparel, fiction, non-fiction, gadgets and games)