



Briscoes to sell online into Australia

Briscoe Group announced today that it has extended its Briscoes Homeware online store operations to include an offer of selected ranges of manchester to Australia-based customers.

The new online store will use the technical platform and supply chain infrastructure that has proven to be very successful for Briscoes Homeware in New Zealand for its online operations.

The launch is being progressed as a low risk approach with marketing concentrated on selected ranges of manchester to expat New Zealanders living in Australia and other potential customers with trans-Tasman family and other links. This will enable us to test all aspects of the proposition and to assess the potential size of the opportunity without the need for significant up-front investment. In due course we expect that the initiative will be able to be expanded to increase the merchandise offered to include most of the existing Briscoes Homeware product ranges.

The new Australian ecommerce website goes live today and a targeted marketing programme will be implemented with a view to escalating marketing and business levels through the lead up to Christmas. The address of the new website is www.briscoes.com.au

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