



**MEDIA PRESS RELEASE
FOR RELEASE 29.9.2016**

**CO-OP REACHES 2 MILLION MEMBERS
Australia's largest campus retailer celebrates latest milestone**

On the 25th August 2016, the Co-op signed up its two millionth member. As the largest member-owned retailer in Australia, this astonishing feat was a reflection of the premium products, friendly service and innovative achievements that the Co-op has offered its members for over 58 years.

Members are signed up in store or online with a one-off payment of \$25 that provides a more affordable university experience. All profits are returned to the members through unique savings as well as the sponsorship and support of on campus activities, including the Indigenous Literacy Foundation and AIME. Membership lasts a lifetime and benefits can be enjoyed immediately after signing up.

To celebrate this fantastic achievement, the Co-op offered 20% off storewide, rewarding members for their loyalty over the decades. The stores were decorated with balloons, the announcement made on all Co-op social media platforms, and congratulatory EDMs were sent out to the Co-op database promoting the discount.

The lucky two millionth member was surprised with a prize pack consisting of the Co-op's bestselling brands. Thorsten Wichtendahl, Chief Executive Officer, said "Having signed up 92 000 members over the last 12 months alone, this is the perfect opportunity to thank each and every person who has allowed us to reach this milestone."

Co-op's strength as a brand is reflected in its generous relationship with its members. The company strives to make university and professional life less stressful and more affordable, a foundation which has cemented the loyalty of students around the country. The Co-op have taken every opportunity to ensure that the achievement of two million members is not only felt by the brand but for the people who made it possible.

About the Co-op:

- Australia's largest member-owned retailer with over 2 million members
- Australia's largest campus retailer
- 60 stores nationwide
- 2016 National Retail Association Employer of the Year Award Finalist
- 2016 National Retail Association Training Excellence Award Finalist
- 2016 National Retail Association Young Retailer of the Year Award Finalist

Australian Geographic Partnership:

- Co-op has partnered with Australian Geographic Retail since acquiring the brand in September 2016
- An iconic brand known for learning and discovery
- 64 stores nationwide and successful online store

-ENDS-

For further information on Co-op please contact Kelly Cross at: k.cross@coop.com.au