

April 2008

LIPS Celebrate First Birthday with New Retailer Service

Liquor Information Pricing Search (LIPS) celebrated its first birthday by launching a new service for retailers to submit in-store liquor specials on www.lips.net.nz and profile their outlets to consumers looking to buy alcohol.

LIPS' 2,500+ members will now be able to search for both advertised and non-advertised liquor specials at local retailers nationwide. Liquor outlets submitting in-store specials will be profiled on www.lips.net.nz with full contact details including address, location map, website and email links, logo and current weekly specials. Store profiles and specials can be searched FREE by LIPS members, 24 hours per day, 7 days a week.

For a small weekly fee, retailers create their own profiles and enter in-store specials online, or register offline and submit their specials via fax or email. LIPS' Director, Sean Jowers says "at just a fraction of the cost to advertise in other media, liquor retailers can now promote their specials and outlet to a very targeted audience specifically looking to buy beer, wine and spirits."

LIPS' members have conducted over 10,000 searches, on more than 8,000 liquor products, across 250 different retailers, since www.lips.net.nz was launched in April 2007.

The company monitors pricing on beer, wine, spirits and RTD products advertised in newspapers, mailers, and on websites and email offers from leading retailers nationwide. Visitors can join FREE and search anytime for advertised deals on their favourite liquor brands and retailers anywhere in New Zealand. "As well as being able to search for advertised offers nationwide, now our members can also search for non-advertised in-store specials at smaller, local outlets" says Sean.

Why should retailers sign up? "100% of LIPS' members are keen buyers and consumers of liquor. That's why they're members. It's that simple," Sean says.

For further information, visit www.lips.net.nz or contact:

Sean Jowers

Director

Liquor Information Pricing Search (LIPS)

Ph: +64 21 547 583

Fx: +64 9 353 1347

Em: lips@lips.net.nz

Wb: www.lips.net.nz