

## **World Cup campaign at Saturn: secure a € 100 fan bonus at the electrical goods store!**

**Ingolstadt, June 12, 2010. Saturn has a big heart for football fans. From now until June 19, everyone who purchases an article for a price of at least € 499 at one of the electrical goods stores will receive a gift card for a value of € 100. The only requirement for receiving the bonus: you have to demonstrate that you are a football fan, i.e. come to the store with the corresponding outfit – and only your imagination defines the limits for your outfit.**

The World Cup 2010 in South Africa is a good occasion for many fans to purchase a new TV to watch the matches from their armchairs in the same way as if they were in South Africa – with a stadium-like atmosphere. Saturn launched a special campaign to facilitate the decision of football fans regarding the purchase of a new TV: all football fans who purchase a new TV for a value of € 499 or more will be rewarded with a € 100 bonus. This fan bonus is of course not only offered for TVs but for all articles sold for a price of € 499 or more.

The only thing you have to do is dress up like a football fan – a t-shirt, scarf, baseball cap, wig or any other fan garment will do. With this campaign, Saturn intends to increase the fun factor of purchasing and contributes to again creating a great World Cup atmosphere in the country. All those who have a TV, laptop, washing machine, full-service coffee machine or any other valuable item on their wish list should therefore quickly seize the opportunity! The campaign will run until June 19, 2010.

## **About Saturn**

Saturn stores are characterized by their city-center location, a comprehensive range of up to 100,000 electronic articles, an extensive sales area covering up to 18,000 square meters, a competent sales staff, excellent service and consistently low prices. Founded in 1961, the company has been housed under the roof of Media-Saturn-Holding GmbH - Europe's leading consumer electronics retailer - as an independently operating company since 1990. At present, Saturn has 143 stores in Germany and 252 stores in 13 European countries.

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