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# Angry Birds Euphoria Crashes Into Wellcome Stores This Summer

*New Angry Birds Happy Stamp Programme and Facebook Game Will Be Sure to Entertain Consumers*

(Hong Kong, 5 July, 2012) Wellcome is bringing the popular characters from the worldwide gaming phenomenon, Angry Birds, into the arms of Hong Kong consumers this summer. Its latest Happy Stamp Redemption Programme features a set of eight adorable Angry Birds plush toy collectables. And, to coincide with all this Angry Birds excitement, Wellcome is launching the Angry Birds “Did You Know?” Q&A Hunt Facebook game to give consumers an opportunity to bring home their very own limited edition Angry Birds merchandise.



## Collect Angry Birds Plush Toys with Happy Stamp Redemption Programme

Starting from 6 July until the 4 October, 2012, customers can collect Wellcome Happy Stamps to redeem their favourite Angry Birds plush toy. Customers shopping at Wellcome will receive one Happy Stamp for every \$60 they spend.

To get Angry Birds in their homes sooner, customers can take advantage of special offers including, receiving double Happy Stamps for Saturday and Sunday purchases over \$350 and an extra stamp for designated bonus buy items. Customers can check out the full Angry Birds plush toy collection at the display booths in Wellcome stores.



## Play the Angry Birds “Did You Know?” Q&A Hunt to Win Exclusive Angry Birds Prizes

From the 6 to 26 July 2012, Wellcome will be putting Angry Birds fans’ knowledge to the test with the Angry Birds “Did You Know?” Q&A Hunt, which challenges consumers to answer eight questions about Angry Birds. Participants who answer all the questions correctly will be automatically entered into a two-tiered lucky draw (limited to one entry per person per day) to win exclusive Angry Birds prizes including:

- First Tier - Instant Win Lucky Draw: Prizes include Angry Birds special edition key chains (300 winners) and a set of eight Angry Birds plush toy collectibles (20 winners)



- Second Tier - Grand Prize Lucky Draw: Prizes include a large 20-inch Angry Birds limited edition plush toy; Red Bird, Black Bird and Helmet Pig (three winners)



To play, customers must hunt for the eight Angry Birds questions and answers, which will be featured in Wellcome’s upcoming Angry Birds print advertisements and on the back of in-store Angry Birds promotional hanging mobiles. Once customers have gathered the information, they must submit the answers to the eight questions on the Angry Birds “Did You Know?” Q&A Hunt Facebook game, along with their personal details as well as share the game with friends by the 26 July, 2012 to be entered into the two-tiered lucky draw. To access the Facebook game, visit the Wellcome Facebook page at [www.facebook.com/wellcome.supermarket](http://www.facebook.com/wellcome.supermarket).

Customers can find out more information on the Angry Birds “Did You Know?” Q&A Hunt Facebook game by visiting [www.wellcome.com.hk](http://www.wellcome.com.hk) and for more information on Wellcome’s latest Happy Stamp Redemption Programme, customers can call the customer hotline at 2369 2226.

## ends ##

**Happy Stamps Angry Birds Redemption Programme Product Information:**

<p><b>Angry Birds Plush Toy Collection</b>  Retail price at \$200 each  60 Happy Stamps to redeem any one for FREE or  30 Happy Stamps + \$44.90  Redemption Period: 6 July - 18 October</p>	
	
<b>Red Bird</b>	<b>Yellow Bird</b>

	
<b>Blue Bird</b>	<b>Helmet Pig</b>
	
<b>King Pig</b>	<b>Green Bird</b>
	
<b>Black Bird</b>	<b>White Bird</b>

### **About Wellcome**

Founded in 1945, Wellcome is Hong Kong's largest and longest established supermarket chain. Since 1964, the company has been wholly owned by Dairy Farm. With a staff of around 5,000, Wellcome's network of over 270 stores in Hong Kong serves more than 14 million customers every month. Wellcome is committed to maintaining its market-leading position by providing one-stop shopping convenience to customers and consistently delivering value for money through friendly service. Wellcome will continue to improve their shopping experience, provide more value-for-money products and even better service for their customers. Please visit <http://www.dairyfarmgroup.com> or <http://www.wellcome.com.hk> for more details.

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