



16 July 2019

MYER TO LAUNCH AN ENDLESS AISLE OF INNOVATION SIGNING LiTMUS LABS AS AN EXCLUSIVE PARTNER

Myer's General Manager of Home and Entertainment, Dean Austin, along with Dene and Ashley Heath, from LiTMUS Labs, today announced an exciting new partnership, the first of its kind with a Department store, to bring the most innovative home and lifestyles gadgets to Australian customers.

This collaboration will enable Myer customers to shop the latest devices from around the world – creating an endless aisle of the latest lifestyle innovations. LiTMUS Labs prides itself on connecting people to new innovation and, through its partnership with Myer, customers will be able to discover, try and experience, exciting and new brands in physical retail before buying.

LiTMUS Labs create a unique customer experience for the latest innovations from all over the world so that customers can discover, try and buy.

LiTMUS Labs will be setting up store-in-store activations at Myer Melbourne, Sydney City, Brisbane City, and Chatswood (NSW) with an ever evolving range of world leading lifestyle products including wanted brands like: Meural, Lumos, Inboard, Master & Dynamic, Mate.bike and NEO Labs.

Each LiTMUS Lab will stock wearable technology, smart home, wellness and beauty, home life, games and toys, audio and sound and, importantly, see it first. LiTMUS LABS staff provide great service, helping you test and experience every new device, or shop and explore through the thirty plus digital tablets at each Lab.

The first LiTMUS Lab will open at Myer Sydney in late August, with other Labs opening following this.

Quotes attributable to Myer's General Manager Home and Entertainment, Dean Austin:

"This exciting department store first partnership will ensure Myer is the lifestyle destination for our customers. We will offer our customers an endless aisle of innovation with products, many of which you can't purchase anywhere else in Australia.

"Through this partnership, we will bring the most innovative home and lifestyles gadgets to our customers."

Quotes attributable to Managing Director of LiTMUS Labs, Dene Heath:

"Myer is the perfect fit for LiTMUS Labs as they share our commitment to showcasing to the Australian market innovative products and gadgets from wellness, to sport, to tech.

"We can't wait to set up our unique customer experience with the latest innovations from all over the world for Myer customers to discover, try and buy. Put simply, if you want it first, you will come to a LiTMUS Lab in a Myer store.

"We pride ourselves on bringing the internet to life, and Myer customers will experience something new every time they visit a LiTMUS LAB."

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