

MYER

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Friday 20 April 2018

MYER UNVEILS FINAL STAGE OF REIMAGINED HOBART STORE

Myer Executive Chairman Garry Hounsell, Myer Hobart Store Manager Peter Monachetti, Myer Ambassador Rachael Finch, Deputy Premier of Tasmania, the Hon Jeremy Rockliff MP and Lord Mayor of Hobart, Alderman Ron Christie, today opened the stage two and final redevelopment of the Myer Hobart store.

The first stage of the redevelopment of Myer Hobart was completed in November 2015. This second and final stage of the store completes the long-awaited redevelopment of Myer Hobart.

In 2007 the Liverpool Street store was destroyed by a substantial fire. In 2016, the store was again damaged when an underground rivulet caused a brick wall to collapse, pushing water into the store's basement. On both occasions, the store, with the strong support of the local community, has bounced back.

The two combined Myer sites will occupy five floors and just over 12,500 square metres of selling space.

Approximately 60 Myer team members worked tirelessly around the clock to ensure the new Myer Hobart was ready for the official opening on Thursday 19 April.

New to Myer Hobart are a range of exciting local and international brands including Tommy Hilfiger, Marcs, Superdry Womens, Nana Judy, Jack & Jones, Staple the Label, Champion, B.O.D by Rachael Finch, Peter Alexander and Build a Bear.

To mark the official opening, Myer hosted an exciting events program featuring Myer Ambassador, Rachael Finch, who travelled to Hobart especially for the occasion on Friday 20 April.

The opening festivities at the new Myer Hobart included women's, men's and children's fashion shows, a fitness class with Rachael Finch, Peppa Pig meet and greet, cooking demonstrations with local Tasmanian chef Massimo Mele, and wine and cheese tastings.

Myer Executive Chairman, Garry Hounsell said:

"I'm thrilled to be opening the second and final stage of our Myer Hobart store today, which demonstrates our strong commitment to our loyal Hobart customers and the wider community."

"We now have more than 12,500 square metres, across five floors, of fashion, homewares and entertainment with some wonderful new brands for our customers to experience – there really is

something for everyone!"

Myer Hobart Store Manager, Peter Monachetti said:

"On behalf of our 250 plus team members, I thank our loyal Hobart customers for their patience and ongoing support during the redevelopment."

"We're expecting thousands of customers will flock to Myer Hobart over the opening weekend of trade to get the first exciting glimpse of the new Myer Hobart."

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