

Dan Murphy's



LOWEST LIQUOR PRICE GUARANTEE

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TO WHOM IT MAY CONCERN

Dan Murphy's Lowest Liquor Price Guarantee

The Dan Murphy's logo has always existed and been displayed with three elements that work together - the Dan Murphy's bust, the Dan Murphy's name and the 'Lowest Liquor Price Guarantee'.

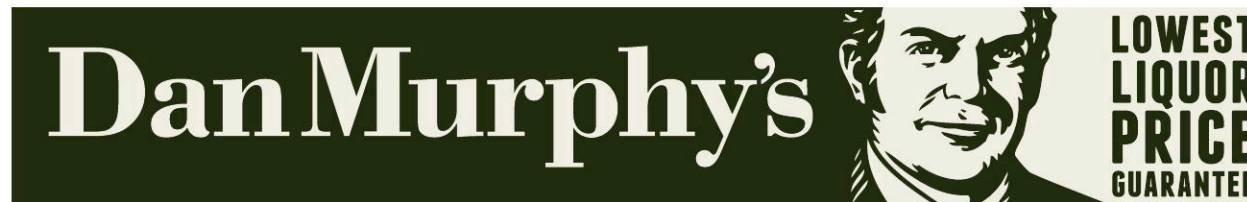
The Dan Murphy's Lowest Liquor Price Guarantee has been a part of the business since the very beginning in 1952. Unlike other liquor retailers, Dan Murphy's pricing structure is based on constant evaluation and checking of prices against other retailers on a daily basis by a dedicated Price Check team.

Unlike other big box retailers, such as Bunnings with their 'Lowest prices are just the beginning.' and Office Works with their 'Big Ideas. Lowest Prices.' this point of difference isn't just an advertising strap line. It is a genuine guarantee and has always been integral to the brand's identity. This is the reason why it has always been proudly displayed on every store and in every press advertisement with the Dan Murphy's name on it.

Dan Murphy's has 175 stores nationwide, all stores display the Lowest Liquor Price Guarantee as part of the store branding.

website: www.danmurphys.com.au

Dan Murphy's is a division of Woolworths Limited ACN 000 014 675



Dan Murphy's logos

Dan Murphy's Lowest Liquor Price Guarantee

Dan Murphy's

LOWEST LIQUOR PRICES GUARANTEED

EVERY ADVERT FOR ANOTHER LIQUOR RETAILER IS AN ADVERT FOR DAN MURPHY'S

Each morning we lower our prices below those advertised by our competitors - Guaranteeing the lowest prices every day!
 If by some "miracle" we are not cheaper - show us the competitors current advert and we will beat it on the spot - Guaranteed!

YOU'D BE MAD BUYING LIQUOR ELSEWHERE

CABERNET SAUVIGNON

OUR PRICE	OUR PRICE
Angoves Cabernet Sauvignon 2000	74.50
Cocklighters Ghost Cabernet Sauv 2001	182.50
De Bortoli Giff Station Cabernet Sauvignon 2000	135.95
Eaglehawk Cabernet Sauvignon 2001	74.50
Elderlieu Friends Cabernet Sauvignon 2001	150.00
Evans & Tola Gungahlin Cabernet Sauvignon 2001	55.00
Ingoldby Cabernet Sauvignon 2000	139.50
Likawin Estate Art Series Cabernet Sauv 1998	44.50
McGowan Bin 4000 Cabernet Sauvignon 2001	106.90
Moondah Brook Cabernet Sauvignon 2000	12.90
Penfolds Thomas Hyland Cabernet Sauv 2001	13.90
Pilons Cabernet 2000	19.90
Presce Cabernet Sauvignon 2001	9.90
Rosemount Show Cabernet Sauvignon 2000	19.90
Rouletty Ridge Cabernet Sauvignon 2001	7.90
Tasgall Cabernet Sauvignon 2001	8.90
Wolf Blass Grey Label Cabernet Sauv 2000	28.50
Wolf Blass Yellow Label Cabernet Sauv 2001	9.50

CABERNET MERLOT cont'd

OUR PRICE	OUR PRICE
Lindemans Padlhawry Reserve Cab Merlot 1999	9.90
Peppaluma Coonawarra 1999	44.50
Redman Cabernet Merlot 1999	24.90
Robbroy Mudgee Cabernet Merlot 2000	8.90
St Huberts Cabernet Merlot 2001	16.50
Tynall Old Winery Cabernet Merlot 2001	9.50
Voyager Estate Cabernet Sauvignon Merlot 1999	29.90
Wolf Blass Cabernet Merlot 2001	8.90

CABERNET & SHIRAZ BLENDS

OUR PRICE	OUR PRICE
De Bortoli Sacred Hill Shiraz Cabernet 2002	3.90
Hallidie Shiraz Cabernet 2001	13.50
Nimrod Creek Cabernet Shiraz 2002	5.95
Penfolds Koonunga Hill Shiraz Cabernet 2001	9.50
Penfolds Rawson's Reserve Shiraz Cabernet 2002	6.50
Rosemount Shiraz Cabernet 2002	7.90
Yakumba Boreas Cabernet Shiraz 2000	11.00

OTHER REDS

OUR PRICE	OUR PRICE
...	...

RIESLING & SAUVIGNON

OUR PRICE	OUR PRICE
Resimano River B...	106.00
Wolf Blass Riesling	494.50
Yakumba Riesling	266.90

SAUVIGNON

OUR PRICE	OUR PRICE
Angoves Sauvignon	106.90
Bridgeview Mill S...	322.50
Coldstream Hills S...	106.90
Karnook Sauvignon	106.90
Oxford Landing S...	106.90
Saltman Sauvignon	106.90
Sootichmans Hill S...	106.90
Shadefox Sauvign...	106.90
Smithbrook Sauv...	106.90
Storveddy Lane S...	106.90
Yering Station Sa...	106.90

NOBODY BEATS DAN MURPHY'S.

"I believe that good wines speak for themselves."

Dan Murphy

LOWEST LIQUOR PRICE GUARANTEE

CAMBRIAN ROCK

Hardbore, VIC Shiraz 2012

The 2012 2012 is crowned with Heathcote's finest Shiraz. It's a blend of Shiraz, Merlot, Cabernet Sauvignon, and Pinot Noir. It's a blend of Shiraz, Merlot, Cabernet Sauvignon, and Pinot Noir. It's a blend of Shiraz, Merlot, Cabernet Sauvignon, and Pinot Noir.

12.90 in any six

A Heathcote LEGEND RETURNS!

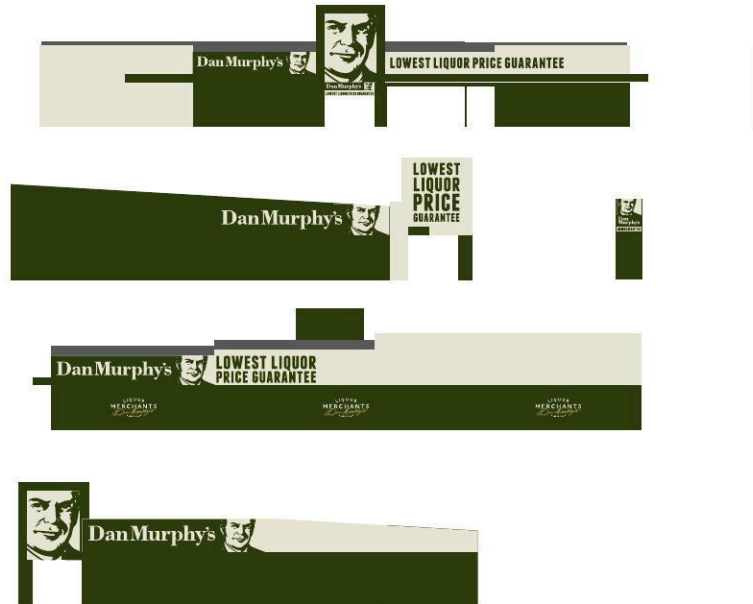
Made with grapes sourced from the Heathcote region, this Shiraz is a true legend. It's a blend of Shiraz, Merlot, Cabernet Sauvignon, and Pinot Noir. It's a blend of Shiraz, Merlot, Cabernet Sauvignon, and Pinot Noir. It's a blend of Shiraz, Merlot, Cabernet Sauvignon, and Pinot Noir.

12.90 in any six

Worham	Heathcote	Jacob's Creek	South Island	Oris England	Jacob's Creek	Yalloggin	Deidrean
750ml	750ml	750ml	750ml	750ml	750ml	750ml	750ml
4.60	7.50	10.90	11.90	19.90	44.90	9.80	18.90

Dan Murphy's Lowest Liquor Price Guarantee

Example demonstrating integral element of the brand



Dan Murphy's site



View from the Dan Murphy's Broadmeadows site demonstrating the existing signage on the adjacent site that does not have a direct tie-in to a brand.