

27 April 2010

### **Multi-million dollar makeover for Charlestown Square's Myer**

Myer has announced the commencement of a multi-million dollar refurbishment of its store at the GPT Group's Charlestown Square. The refurbishment will deliver a revitalised fit-out in line with the grand opening of the new Charlestown Square later this year.

GPT is investing \$470 million in redeveloping Charlestown Square which coupled with Myer's refurbishment signals a strong commitment to the growing Hunter region by national retail organisations.

Myer CEO Bernie Brookes said: "Myer has a presence in 25 out of the top 30 shopping centres in Australia and that will increase to 27 out of 30 in the next three years with a significant expansion program of 15 new stores. In addition we have plans to refurbish another 12 stores over the same period to continue the progress on making Myer a World class chain of stores.

"Charlestown was selected as one of the first stores we refurbish because of GPT's investment in the centre and a strong base of Myer supporters in the region. From the store's design, to the fit out and our range of local and international brands, the new Myer Charlestown will set a new standard for retail in the Hunter region," said Mr Brookes.

The GPT Group's Chief Executive Officer and Managing Director Michael Cameron said: "We are delighted that Myer is part of the new Charlestown Square vision. The refurbishment will complement our investment which will deliver a new Big W, Coles and Woolworths supermarkets, five new mini majors and an eight-screen Reading Cinemas with the Hunter's first Gold Lounge Cinemas."

"Our investment in Charlestown Square is focused on delivering the best customer experience in the region and recouping some of the income lost from the Hunter to other regions each year, delivering a significant boost to the local economy," said Mr Cameron.

The new Myer store will benefit from updated floor finishes, fixtures and fittings, with a new ceiling and lighting to be installed. Car park entries and the passenger lift will be upgraded, escalators will be replaced and new automatic entry doors will be installed.

Myer will remain open during the refurbishment with work to be undertaken on a level by level basis ensuring customers can continue to access the store during the works period. During the refurbishment period, some changes will be made to Myer's access points with customer service staff and directional signage available to assist customers.

Level 1 works will be undertaken from April to July, with Level 2 housing women's wear, men's wear, men's youth, Miss Shop, children's wear, women's footwear, handbags, intimate apparel, cosmetics, cards and frames, bed linen, bed accessories, towels, small appliances, tabletop and cook wear. Additional ranges will also be available in front of the store in Centre Court including televisions and luggage, and toys for a limited time.

From late July, work will begin on Level 2 of the store with merchandise being relocated from this level to Level 1. Small electrical goods and luggage will continue to be available in front of the store in Centre Court.

**Ends**

**Notes to editors: GPT's Charlestown Square development:**

- The addition of 41,000m<sup>2</sup> will bring the Centre's total area to 88,000m<sup>2</sup>
- The expanded Charlestown Square will offer an additional 110 new retail stores, taking the Centre total to 280 stores, with new brands never before seen in the Hunter
- The new Fresh Food Mall is set to open in August 2010 and will showcase the best in Hunter produce, featuring full line Coles and Woolworths supermarkets
- The remainder of the Centre will open in October 2010 and will feature a new Big W, five new mini majors, an eight-screen Reading Cinemas with the Hunter's first Gold Lounge Cinemas, Strike Bowl and a 1,000-seat food court
- Over 1,000 new car spaces will be available, bringing the total number of spaces to 3,500 with Park Assist

**For further information contact:**

**Samantha Taranto**

Group Media Manager

02 8239 3635

0432 384 696

