



Introducing the New Super Loyalty Card from March 1

Super J Supermarkets is taking its customer loyalty programme to yet another level. The company is introducing the new Super J Loyalty Card from March 1st, 2009. Registration for the new Super J Loyalty card has already commenced throughout all of the eight Super J supermarkets island wide.

The new Super J Loyalty card programme is being introduced as a direct result of advanced technology which Super J has accessed, to give customers an enhanced loyalty card service. The new loyalty card will run on Super J's own customized platform, allowing the company to better manage the programme and offer greater benefits to customers. These include the ability to earn points on purchases starting at one dollar, ease of redemption of points for groceries, gift vouchers which can be used at Mega J, and loyalty points that will not automatically expire every year.

Points accumulated under the current Super J Magna card will not rollover unto the new Loyalty card, however these points will remain in the Magna Rewards Programme. Super J will no longer be a Magna Partner or affiliated with the Magna Rewards Programme from March 1st, therefore redemption of Magna vouchers at Super J supermarkets will not be possible after February 28th. Default and savings plan customers wishing to redeem their Magna vouchers at Super J supermarkets must ensure that they do so before February 28th.

Consolidated Foods Limited (CFL) as the parent company of Super J is pleased to have been able to work with the Magna Rewards Programme over the last two years, to reward customers for their patronage. Now in its fifth year of operation CFL is excited about the many possibilities and innovations which the new Super J Loyalty programme can provide to customers.

The company's Customer Service Manager Claudia Niles says "Through the new loyalty programme we have a powerful tool with which to further reward customers for their patronage to our business. This programme allows us to offer greater benefits and value added options to customers which were not possible before. In addition we are able to continuously improve on our offerings, while speedily addressing any queries or issues that customers may have. This in keeping with our quest to become better everyday and ensure that customers and customer service are ranked high on our list priorities."

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