



For Immediate Release

CFL UNVEILS ITS BOLDEST PROJECT YET - MEGA J

50,000 Square Foot Warehouse Store Opens

Saint Lucians will be introduced to a new era in wholesale shopping with the public opening of Mega J come Monday, November 17. Mega J is the newest addition to the Consolidated Foods Limited portfolio of services and is located at the Choc/Union Roundabout. Mega J (a bigger version of Big J's Wholesale Club) will feature 50,000 square feet of shopping space. Inside this massive warehouse store are over 5,000 items ranging from groceries, toys, and hardware to office supplies and home improvement items. Customers will be able to shop without being a member of Mega J, however membership at Mega J will come with certain benefits.

A total investment of EC\$30 million dollars, Mega J is expected to totally transform the Saint Lucian shopping landscape and shopping experience in a number of ways. Shoppers will be able to take advantage of tremendous value through a concept that eliminates all unnecessary costs in what is commonly referred to in the industry as the "no frills concept". This will make it possible for the company to offer big reductions, lowest possible prices and savings to customers, with the convenience of one-stop shopping.

The size and scale of the Mega J operations puts CFL in a position to capitalize on its purchasing power and global affiliations for the benefit of the economy and customers alike. Managing Director of CFL Andre Chastanet says that Mega J is really about CFL differentiating itself from the competition.

“As an indigenous, formidable investor in the food retail and wholesale sector we are excited about the fact that we are taking the wholesale shopping experience to a whole new level, and we are confident that the Mega J concept will appeal to persons and companies who want to restock their restaurant, shop, kitchen or merchandise as well as those who are updating home or office,” he explains.

A range of conveniences including a Courts outlet, Ace Hardware, bakery, ATM service, digital photo processing kiosk, pharmacy, snack bar and post office boxes, complete the variety of services which will be available at Mega J.

The introduction of Mega J will bring CFL’s total employment to 1000 persons and provide additional opportunities for staff promotion and advancement within the Company.

The official opening of this much anticipated facility is scheduled for Sunday, November 16, with Prime Minister Honourable Stephenson King as the feature speaker at the activity.

With the opening of Mega J, Big J’s Wholesale Club at Cul De Sac will cease operations as of Saturday, November 15, 2008.

CFL prides itself on its ability to supply St. Lucia with high quality food and non food products, while supporting the local agricultural and manufacturing industries and the community in which it operates. The opportunities for linkages with the local farming and manufacturing sectors are therefore tremendous.