



## **MEDIA RELEASE**

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### **Hastings Co-op's gift to customers**

As part of its centenary celebrations, Hastings Co-op has unveiled an exciting new customer loyalty program known as 'Co-op 100'.

Chief executive officer Allan Gordon said the Co-op 100 card is designed to reward loyal customers, but is different to the Hastings Co-op shareholder card.

"We are currently not taking applications for new shareholder members, so the Co-op 100 reward scheme offers an opportunity for customers who shop at any of our 13 businesses to accumulate reward points," he said.

"It's free and cards can be issued on the spot in store, earning you points from your first purchase.

"It's all about maintaining value for existing shareholders and giving the rest of the community the chance to be part of our loyalty program.

"Regardless of whether you're filling the car up with fuel, buying groceries, farm supplies, hardware, a carton of beer or a gift from one of the Department Stores, you will be earning points and can look forward to a \$15 reward voucher in the mail once you have accumulated 100 points."

From humble beginnings in 1916 as a dairy factory, Hastings Co-op now offers a diverse range of retail businesses across the Hastings and employs more than 270 people.

Businesses include: two Department Stores in Wauchope and Port Macquarie, IGA supermarkets at Wauchope, Timbertown and Port Macquarie, two service stations and a bulk fuel depot, three liquor stores, Mitre 10 and CRT Wauchope and Comboyne Rural Store.

To sign up for the Co-op 100 card simply pick up a card in store or visit [www.hastingscoop.com.au](http://www.hastingscoop.com.au)

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