

PressRelease

For Immediate Release

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Planet Retail's Innovation Awards 2010

The winners of this year's Innovation Awards have been announced today. Now in its fifth year, Planet Retail's annual awards programme recognises exceptional retail innovations from around the world.

2010 has proved that even when economic conditions are tough, the world's best retailers are still looking to innovate in order to attract customers and grow sales. Planet Retail has scoured the globe looking for the best examples of those retailers looking for new, exciting and unique ways to position themselves in an intensely challenging climate.

Rob Gregory, Research Director at Planet Retail said: "The likes of Disney Stores (winner of Most Innovative Format) are attempting to shift the focus away from simply price and are instead turning their locations into true destination stores, emphasising the magical qualities of the Disney brand. Similarly, other winners such as 7-Eleven and The Gap are actively embracing social networking in order to bring excitement to their customers."

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To download the full presentation click here –

http://www1.planetretail.net/_data/assets/powerpoint_doc/0018/43092/InnovationAwards2010.ppt

Please find a list of the winning retailers below:

Most Innovative Format:

Winner – Disney Stores

Runners Up – Auchan and SHV Makro

Most Innovative Product Launch:

Winner – Seven & I

Runners Up - Casino/Galleries Lafayette and Duchy Originals from Waitrose

-Continues-

Most Innovative Marketing Campaign:

Winner – Ahold

Runners Up – The Gap and Macy's / Best Buy

Most Innovative Retailer Technology

Winner – Kroger

Runners Up - Edeka Böckler and Edeka

Most Innovative Collaboration

Winner - John Lewis & Alliance Boots

Runners Up - Carrefour planet and Metro Group & Auchan

-Ends-

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About Planet Retail:

Planet Retail is the leading provider of intelligence on the global retail and foodservice industries, monitoring more than 9,000 "banner" operations as well as market developments in 211 markets. With over 15 years of industry insight, Planet Retail is a brand trusted by more than 3,000 organisations worldwide, delivering up-to-the-minute news, analysis, market research and digital media via www.planetretail.net. Planet Retail has offices in London, Frankfurt and Tokyo.