



PRESS RELEASE

Monday 20th August 2012

AUSTRALIAN RADIO NETWORK AND CHEMIST WAREHOUSE

TO EXPAND DIGITAL RADIO CHANNEL

Australian Radio Network (ARN) and the Quattro Group are excited to announce the expansion of Australia's most commercially successful DAB+ radio station to date with '**Chemist Warehouse Remix**' launching on September 1st.

After the unparalleled success of **Chemist Warehouse Mix'90s** the format is being widened to meet increasing demand with the introduction of **Chemist Warehouse Remix**. The DAB+ station will be heard in over 220 Chemist Warehouse stores as well as online and on DAB+ network.

Ciaran Davis CEO of Australian Radio Network said:

"ARN are delighted to be continuing their successful commercial affiliation with the Quattro Group and Chemist Warehouse. Not only is ARN making significant progress across its FM and AM network, but is also proving to be a ground-breaking pioneer across the digital and commercial platform."

Chemist Warehouse Remix will offer Chemist Warehouse customers a greater selection of music from everyone's favorite decades along with the best hits of today. The new mix adapts to the modern Chemist Warehouse shopper, with a focus on consumer satisfaction.

Peter Quattro, CEO of advertising agency Quattro Group, says; *"In today's hyper-competitive market, consumer loyalty is no longer a given. **Chemist Warehouse Remix** is programmed to enhance customers' in-store experience. It will also provide Chemist Warehouse brands a proven platform to drive awareness and, more importantly, drive sales. It's engaging and it's targeted; a win-win."*

Chemist Warehouse is dedicated to offering the largest range of health and beauty brands at guaranteed lowest prices and to keeping healthcare affordable for all Australians. *"The new format **Chemist Warehouse Remix** will also provide the valued Chemist Warehouse suppliers a real opportunity to connect with the customer where it really counts – on the shop floor,"* says Chemist Warehouse COO Mario Tascone.

The successful and well-loved *Mix'90s* will continue to run as a digital station on the DAB+ band, which ensures all the sounds of the '90s can still be enjoyed.

Chemist Warehouse Remix is set to launch September 1st and will continue to successfully engage Chemist Warehouse customers and Australian radio audiences.

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