

FOR IMMEDIATE RELEASE

December '12

In a closed pitch Chemist Warehouse, Australia's fastest growing retailer has retained its full service agency Quattro Group and appointed Mediacom Melbourne to replace incumbent, Aegis owned Mitchell & Partners. With the media planning & buying duties split between the two agencies, Quattro & Mediacom will work alongside one another to give the fastest growing retailer in the country a dynamic service offering

Mario Tascone COO Chemist Warehouse/My Chemist said "Quattro's track record is strong and consistent and they continue to prove to be a vital partner delivering real value to our business. While Mediacom impressed us with their data led approach to TV planning and buying, demonstrating that they fully understand our need for genuine ROI."

Mr Tascone went on to say "Chemist Warehouse is dedicated to offering the largest range of health & beauty at guaranteed lowest prices, keeping Healthcare affordable for all Australians".

Nick Keenan, Head of Implementation Planning and Investment at Mediacom said: "We are delighted to be appointed to work with Mario and his team at Chemist Warehouse. They are the fastest growing retailer in the country and we are looking forward to assisting them grow the business in partnership with Quattro Group. "

Peter Quattro CEO Quattro Group said, "Whilst we have the capacity to outspend our competitors the real advantage comes from outthinking them. Working alongside Nick and Mediacom will further augment our broad yet robust offering to Mario and the Chemist Warehouse business".

The appointment see's Mediacom replacing incumbent Aegis owned Mitchell & Partners and working alongside Quattro Group from 1st January 2013.