



Myer launches iPhone app

Melbourne, July 9, 2010: Myer is taking its stores directly to customers with the launch of a new iPhone app designed by leading digital agency, DTDigital, an Ogilvy Group Melbourne company.

The new Myer iPhone app offers customers the opportunity to browse and search the latest store catalogues, create a 'wishlist' of their favourite items and purchase from a range of 1500 products directly from their iPhone.

The app also identifies the user's exact location and provides directions and information on the customer's nearest store, including trading hours.

Customers with the Myer app will also receive iPhone-only offers and the latest news and details of in-store appearances and competitions.

"All these features combine to provide Myer customers with everything they need to engage with and purchase from the store in the easiest possible way," said DTDigital's Managing Director, David Trewern.

"This app is designed to be very practical and simple to use while offering a range of great extra benefits that drive long-term customer relationships."

Adam Stapleton, Myer's General Manager, Marketing, added, "At Myer we pride ourselves on executing innovative, integrated marketing. The Myer iPhone app demonstrates this."

"Our target customers are using smart phones more and more, so the Myer iPhone app was a logical development in our marketing strategy."

"We designed the app with our partners at DTDigital to be truly customer-centric so that it adds convenience to our customers' busy lives. Whether it's to look up a store location and trading hours, review the latest catalogues, or browse and buy gifts, you can do it all from the Myer app on the iPhone."

The Myer iPhone app can be downloaded from the iTunes App store or visit <http://bit.ly/9jFYul>

DTDigital is part of Ogilvy Group Melbourne and STW Group, Australia's leading marketing content and communications services group.

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