



4th October, 2005

Morayfield Opening a HUGE success say customers!

Saturday, 1st October, saw the Grand Opening of the 3rd Betta Electrical Superstore for the Buy-Rite Northern group at Morayfield, just north of Brisbane.

The store opened its doors to a considerable crowd queuing to be the first to view to outstanding opening specials on offer and the extensive new range of products.

Aspley and Rothwell also joined in on the fun by offering the same outstanding specials as their fellow Buy-Rite Northern Superstore.

Grand Opening festivities included the chance to win a Ford Fiesta valued at over \$18,000, plus movie tickets to Wallace and Grommit which was very successful with excited customers visiting the store just to find out their chances of winning tickets to this fantastic new movie.

The excitement in store was generated by the enthusiastic staff who mingled with browsing and waiting customers, offering them instant scratch-its with the hope of lucky winners spending their cash in store.

The service in store was so incredible that some customers who had been in to browse early on in the day and then left to check out the competitors offers, came back to Morayfield complimenting the knowledgeable staff and exciting atmosphere in store as the drawcard.

Further feedback from customers over the weekend included the comfortable layout of the store and the incredible enthusiasm of the new and existing staff in store.

Joint Store Owners, Betta Stores Limited (BSL), Boyd Hanlon, Grant Stapleton and Giusto Roati were overwhelmed by the fabulous response from their customers.

"The feedback from customers complimented the ease and comfort by which they could navigate through the store," said Mr Roati.

The clear-cut flow of products throughout the store was accentuated by outstanding product displays and exceptional customer service.

Opening festivities were also aided with the appearance of Triple M radio station who held an outdoor BBQ and conducted several live crosses to the store with giveaways and competitions.

Opening festivities will culminate later in the month with Craig Lowndes, Team Betta Electrical's winning driver, appearing in store on Saturday, 29th October. Craig will be drawing the winner of the Ford Fiesta as well as signing autographs at the store from 12.00pm on the day.

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