

Hi Folks,

Please read this email and forward it to any local business owners you know.

Last week APN, who own our local paper the Sunshine Coast Daily, announced they have bought “brandsexclusive.com.au” one of Australia’s leading online shopping businesses. See the attached ad they ran in all the weeklies and daily papers. This is a huge business that is in direct competition with our locally owned “bricks and mortar” retail shops.

Here’s where it gets crook. Notice on their ads that it does not mention anywhere that they own this business. They are taking hard earned money from local retailers for advertising (in a media they themselves no longer believe in) and the revenue from this is used towards a business that is trying to take their profits and market share, in effect to put them out of business. Because they don’t need shop space, and because of the size of the business, they offer up to 70% Off and free delivery. They use their papers to run massive double page ad campaigns that they know none of their local competitors can ever afford, and parade themselves as self confessed “champions for local businesses”. Oh...the profits go to the majority shareholder in Ireland and don’t stay local.

Would you advertise with a company that is using your funds to try to put you out of business? You probably wouldn’t. That’s why they are deliberately hiding this from our community.

Here’s a list of categories that they are competing with our local businesses:

Accessories

Bakeware

Bedding

Books

Childrens

Christmas

Cookware

Cutlery

Decor

Electrical

Furniture

Garden

Gifts

Glassware

Gourmet Foods

Homewares

Kitchen Utensils

Knives

Lighting

Linen

Luggage

Mixed Fashion

Nursery

Outdoor

Renovator

Rugs

Sports

Stationery

Subscriptions

Toys

Wine

If you know anyone who is in business here on the coast, they need to know who they are really dealing with. See attached info. This is fact folks, and possible the most deceitful thing I've seen from a publication that claims to have the community at heart.

Kind Regards

Darren Carter | MANAGING DIRECTOR